

PART TWO
OF SPONSOR
20 September 1958

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

WDIA

vers the "Golden Market" of 1,237,686 Negroes
Nearly 10% of America's Total Negro Population



40% of the Memphis Trade Area is Negro
And Before They Buy, Memphis Negroes Listen

TO **WDIA** 1070 KC

Only 50,000 Watt Station in Memphis

ALL RATINGS—YOU'LL FIND WDIA CONSISTENTLY "TOPS!"
PRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

7th ANNUAL NEGRO MARKETS SUPPLEMENT

A round up of facts and figures on Negro radio, including basic market data, station and advertiser lists and three timely articles

Negro Market: Expanding in two directions

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From Experience... Confidence

America's most experienced negro radio stations

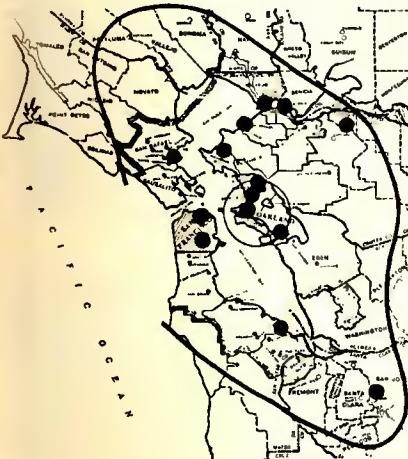
ROLLINS BROADCASTING, INC.

WLIB, new york area • WBEF, chicago area • KATZ, st. louis • WGEE, baltimore • WRLB, miami

DO YOU KNOW...

The Central California Negro Market is not concentrated . . . but extends over a seven county area, bordering San Francisco Bay!

KWBR
COVERS THE
ENTIRE
NEGRO MARKET OF
CENTRAL CALIFORNIA!



Represented By:
WALKER-RAWALT, INC.
EAST
DORA-CLAYTON, INC.
ATLANTA
HARLAN G. OAKES
WEST

KWBR
WARNER BROTHERS
327 - 22nd STREET
OAKLAND, CALIFORNIA

1,000 WATTS
24 HOURS A DAY
1310 KC

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THE
ONLY
NEW YORK
STATION

WITH

87%

OF
TIME
DEVOTED
TO

NEGRO
PROGRAMMING

WLIB
1190 ON YOUR DIAL

WLIB — has more Negro listeners than any other New York radio station—network or independent (PULSE)

WLIB — only New York radio station with studios in Harlem

WLIB — first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour

WLIB — only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center • Hotel Theresa
2090 Seventh Ave., N. Y. 27, N. Y. MO 6-1800

The nation's
highest
audience-
rated
Negro group

Sell...

48%

of

Jackson

Mississippi's

1st

Market

WOKJ

The NATION'S HIGHEST Hooper-rated Negro station • In Jackson — 48% Negro • Top-rated consistently by Hooper-Pulse-O'Connor • The ONLY way to the 107,000 Negroes of the Jackson Metropolitan Area.

Sell...

33%

of

Little Rock

Arkansas'

1st

Market

KOKY

Arkansas' ONLY Negro station • In Little Rock — the 87th Market — 33% Negro • Top-rated consistently by Hooper-O'Connor • The ONLY way to the 114,000 Negroes of the Little Rock-Pine Bluff Metropolitan Area.

Sell...

39%

of

Shreveport

Louisiana's

2nd

Market

KOKA

The Ark-La-Tex ONLY Negro station • In Shreveport — the 89th Market — 39% Negro • Top Hooper-rated consistently • The ONLY way to the 108,000 Negroes of the Shreveport Metropolitan Area.

Sell...

42%

of

Birmingham

Alabama's

1st

Market

WENN

Alabama's ONLY fulltime 100% Negro station • In Birmingham — the 31st market — 42% Negro • Top-rated Negro station consistently by Pulse-Hooper • The BEST way to the 260,000 Negroes of the Birmingham Metropolitan Area.



Represented by John E. Pearson

THE NEGRO MARKET is getting bigger in two directions

- ☛ *Non-white population has increased 20% since 1950, half again faster than the rate for the white population*
- ☛ *With his spending power tripled since before the war, the Negro now has \$16 billion to buy the goods he wants*

By Alfred J. Jaffe, Special Projects Editor

It has often been said that there is no such thing as a Negro market but only a series of markets—say, like children under 12—of which Negroes are a part.

After all (so the argument goes), if you advertise to children under 12, or families who make less than \$5,000 a year, or people who live in New Eng-

land, you don't look at skin color.

The argument has a logical ring and the additional merit of wrapping itself in laudable sociological tones.

Facts have a way of brusquely pushing logical niceties aside, however, and the facts that support the existence of a Negro market are tough to ignore.

They include: (1) the Negro is

group conscious, (2) he can be reached by specialized media, (3) he can be found concentrated in certain areas, (4) his economic opportunities are (still) limited, (5) he does have certain likes and dislikes not shared by others.

Finally, marketing facts about the Negro are becoming outdated at a faster rate than among whites.

Most important: the Negro market is expanding in two directions. Negro population and households are growing at a speedier clip than the rest of the country. So is Negro per capita income.

While the white population went up 12.6% from 1950 to 1957, non-white persons (of practically all of whom are

Growing Negro market is a responsive one. Below, George Hudson, WNJR, Newark-New York personality, is mobbed at in-store promotion



Negro) went up 18.9%. The increase in young non-whites was particularly marked. Last year there were about 35% more Negroes under 18 than there were in 1950. The corresponding figure for whites was 26%. As a result of the prolific Negro birth rate, fully 27% of the non-white population is under 10 years of age compared to 21% for whites.

The total non-white population is now over 19 million. With about 95% of these Negroes (other non-white include Japanese, Chinese, Indians, etc.), this puts the total Negro population at more than 18 million, a 3 million jump over 1950.

A more striking comparison between white and non-white reveals this: the percentage of non-white households has been increasing faster during the 50's than the population. The reverse is true among whites—a result of the dip in the number of young people of marriageable age.

While the number of young Negro adults in 1957 was only slightly above that recorded in the 1950 census, powerful economic forces have been at

work. As a result of the rising Negro standard of living, where there used to be one household there are now two. In other words, undoubling. The young Negro adult, hankering for a home of his own, is now able to afford it. And the housing shortage is not as bad as it used to be.

Some statistics to back this up: In 1947, 15% of Negro married couples did not have their own household. By 1956, the figure had come down to 7%.

The rise in Negro well-being is truly astounding. Per capita income has practically tripled since before the war. In terms of constant 1956 dollars (that is, with the purchasing power of the dollar held constant), Fortune magazine estimated in 1956 that per capita income before taxes had risen to \$1,070 that year from \$384 before the war. Comparable white income rose from \$1,250 to \$2,000.

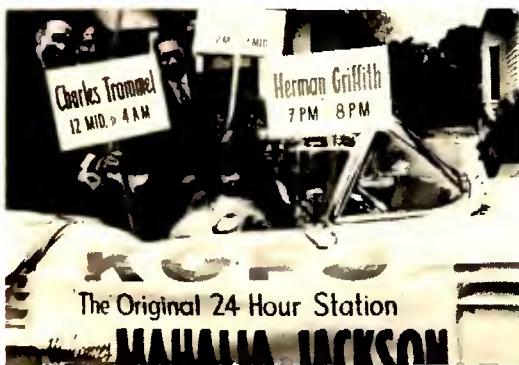
With per capita income of \$1,000, and taking taxes into account, the spendable income of the Negro is thus about \$16 billion annually.

While the Negro has a way to go before catching up with whites in the

U. S., his income (Communist papers, please copy) compares favorably with Western Europeans. Fortune estimated the average Negro is better off in purchasing power than the relatively prosperous West German (a fact that will, no doubt, surprise many). Is right on the heels of the average Briton and is not too far behind the Canadian.

On the other hand it must be conceded that Negro is still not rolling in wealth. About four out of five families have take-home pay of \$4,000 or less. This is a ratio roughly twice that of white families. At the top of the heap is the 4% of non-white families who make \$7,500 or more. The Negro "middle class" could be said to consist of the 15% whose spendable income falls within the \$4,000-\$7,500 range.

The marketing story of the Negro would not be complete without taking note that the Negro is on the march in more ways than one. He has been leaving the southern farm and settling in cities. Though Negro population has more than doubled since 1900 there are half as many living on the land. The actual figure is about 2.7 million.



Negro artists are center of Negro radio programming. KGFJ, Los Angeles, auto with station d.j.'s was in the Mahalia Jackson parade before her auditorium concert



One-third of Negroes own homes. Mobile unit, WBOK, New Orleans, covered Easter egg hunt to attract buyers to subdivision. Promotion sold \$29,000 worth of houses



High birth rate makes Negro population "younger" than white. "Sunny Jim," WBMO, Homestead-Pittsburgh, records interviews at playgrounds for sponsor Hires root beer

One of few Negro-owned stations, WCHB, Inkster-Detroit, is visited by Mayor Rheingold of Sebewaing, Mich., during "Moyors' Exchange Day," when he presided over Inkster. Mayor Rheingold was accompanied by state, county, Rotary, Kiwanis and C. of C. officials



The Negro Market

Public service is Negro station's link to community. WDIA, Memphis, furnishes the equipment to 85 Little League teams. Above, the opener of the 1958 Little League season



World War II gave a hefty impetus to this flight from the farm but, even during the 50's the trek continued. Census Bureau figures showed a 26% jump in all non-white households from 1950 to 1956 but the hike in non-white urban and rural non-farm households came to 35%. Negro farm households went down about 14%.

The Negro is still primarily a southerner. More than 11 million colored have remained below the Mason-Dixon line. Joseph Christian, a Negro marketing consultant who numbers Y&R among his clients, says, "You can roughly break down the location of the Negro something like this: one-sixth live on farms in the South, one-half live in the South but not on farms, one-third live in urban areas outside the South."

The main current of migration, however, is clearly northward and if present trends continue it will not take too long before most Negroes will be northerners.

The magnet for the Negro up north is the top metropolitan markets. In a
(Please turn to page 32)



Community affairs are an important part of Negro station programming. Above, Mrs. Leola Dyson, director of women's activities and public relations at WRAP, Norfolk, interviews Mrs. Eleanor Roosevelt during a UN celebration at which Mrs. Roosevelt was main speaker



Negro affairs in U.S. are of interest to rest of world—and vice versa. Ghana Premier Nkrumah accepts tape of his U.S. speeches from WLBC general manager Harry Novik as Kofi Baako, I., Ghana minister of broadcasting; Clarence Holte, BBDO marketing exec, look on

Like whites, Negroes are spending more time at school . . .

Median years of school completed by persons 25 years and over, 1940-57

	NON-WHITE		WHITE	
	MALE	FEMALE	MALE	FEMALE
APR. 1940	5.4	6.1	8.7	8.8
APR. 1947	6.6	7.2	9.0	9.7
APR. 1950	6.4	7.2	9.3	10.0
OCT. 1952	6.8	7.4	10.1	10.8
MAR. 1957	7.3	8.1	10.7	11.3
INCREASE 1940-57	1.9	2.0	2.0	2.5

. . . but high school graduates are still a definite minority

Schooling completed by persons 25 years and over, March 1957

	LESS THAN 8 YEARS	AT LEAST 8 YEARS	AT LEAST 4 YEARS HIGH	AT LEAST 4 YEARS COLLEGE
MALE	WHITE	20.1	77.9	41.1
	NON-WHITE	53.5	42.4	16.3
FEMALE	WHITE	17.4	81.0	45.1
	NON-WHITE	47.8	50.2	19.3

SOURCE: Census Bureau.

THE NEGRO-DIRECTED ADVERTISER gets a 'plus' from Negro radio

→ *He finds, say marketing men, a commercial on Negro radio penetrates because it's placed in an effective setting*

→ *He also finds that obvious sympathy for Negroes will pay off in loyalty though Negro is receptive to new brands*

"...An ad in Negro media says, 'This is meant for you.' If someone puts on a contest in which the prize is a week spent at some very fancy hotel, this is obviously not directed at the Negro...."

"...You have to make the Negro feel he's included. He appreciates a specific effort to reach him...."

"...Negro media have penetration. The Negro consumes white media but there's a psychological filter at work there. The Negro-directed ad or commercial is in an effective setting...."

The three statements above were made by three different men all of whom specialize in affecting Negro attitudes or buying habits.

Statement No. 1 was made by Joseph Christian, a marketing consultant with his own firm and Y&R among his clients.

Statement No. 2 was made by Wendell Austin of the Negro relations section of the Esso Standard Oil Co.'s public relations department.

Statement No. 3 was made by Clarence Holte, head of Negro marketing at BBDO.

All three men are Negroes, which, on top of their backgrounds, should make them doubly perceptive.

All three men are saying, in effect, that the advertiser gets something extra even essential when he directs his advertising specifically at the Negro.

This opinion is by no means uni-

versally accepted. Hundreds of advertisers are satisfied that they are reaching Negroes effectively through general purpose media. There is no question that they are reaching Negroes. And some are, no doubt, doing an effective job, particularly among those Negroes in the middle and upper strata affected by ideas of prestige and seeking some mark of identity with the white world.

This latter factor is of minor importance in Negro radio. For this is a mass medium, selective only in the sense that it pinpoints a large and identifiable market segment. The mass market advertiser who overlooks Negro radio would seem to be missing some obvious potential.

Scores of advertisers, obviously, are not missing this potential. (For a cross-section of these, see the list starting on page 30.) Some, like Royal Crown, which makes a hair dressing, sell only to the Negro market. Royal Crown is no small potatoes; it racks up sales in the neighborhood of \$10 million annually.

But most advertisers on Negro radio make products destined for all consumers. A number have found their product has a special appeal to Negroes and are using Negro radio to capitalize on it. Products like lard and evaporated milk fall in this category. Others have found their particular brand has

(Please turn to page 34)



Lucky Strike recorded commercials for Negro market. "The Platters," who made recording, are shown with Hunter Hancock, KPOP, Los Angeles, one of the two white d.j.'s on Negro appeal radio in that market

Awards for commercial presentations are sometimes given by advertisers to spur d.j.'s. Manischewitz' Phil Strauss presents an award to Joe Walker of WMBM, Miami Beach, for the excellence of his wine spots





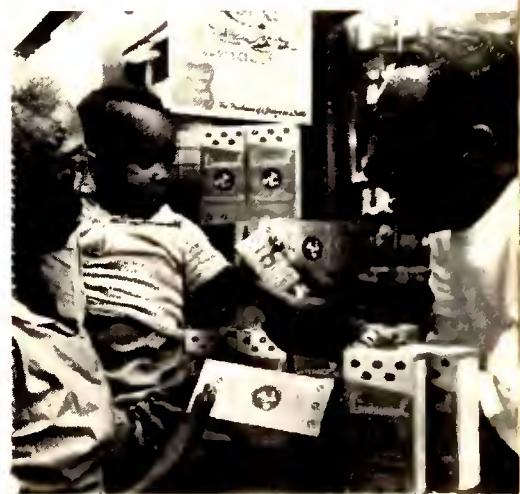
Negro market specialists are still rare but more are coming into field. Joseph Christian, former Seagram executive, l, has had own consulting firm for over a year, includes Y&R among clients. Clarence Holte is head of two-man Negro marketing department at BBDO, which is only big agency employing Negroes in that capacity. Other consultants: Les Bailey, San Francisco; Jesse Lewis, Birmingham



Langendorf Bread made consumer survey of d.j.'s in San Francisco before picking Rockin' Lucky on KSAN. Client tested jocks by checking into effectiveness of selling for the local retail accounts in area



Alcoholic beverages have higher per capita consumption among Negroes than among whites. D.j. at WHAT, Philadelphia, shows the half-quart and 12-ounce six-packs of Budweiser, which buys the station



Disk jockey's personal approach is key factor in selling and merchandising on Negro radio. "Doc" Wheeler on WWRL, New York, tries his charms on two customers for Limacol, an eau de cologne

Rising Negro standard of living leads to new businesses, like Ebony Health Studio chain advertised over KCOH, Houston. The picture below shows the opening of a third studio, covered by remote pickups

Merchandising crews on Negro appeal stations are often experts in varied fields. The team employed by WOV, New York, consists of Herman Anis, seated, who had retailing experience before coming into broadcast, and (l. to r.), Ellen Faison, a designer and fashion show model; Helen Gregory, who keeps posted on community affairs, retail route lists; Mary Cunningham, a model and trained cosmetician who has taught hair styling and makeup





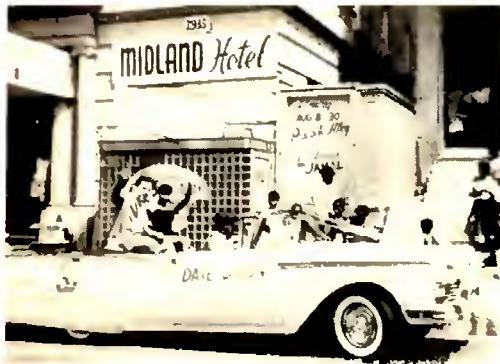
Participating in a community event, **WLOU**, Louisville, records voices of listeners at Korsair crippled children's picnic. Voices were played back on the air the next day



Downtown studio office has paid off in attracting new clients and keeping the old ones, **WOBS**, Jacksonville, reports. One-hour sidewalk interview is done here daily



Negro sports are important station fare. Jesse Champion, **WJLD**, Birmingham, talks to Mgr. Dismukes, Kansas City Monarchs, at practice session of the local Black Barons



D.j.'s are often the center of promotions. **Dave Dixon** of **KATZ**, St. Louis, leads a parade to crown "Miss Glamor Spray" in promoting this new liquid hair straightener



Saturation schedule on **KNOK**, Dallas-Ft. Worth, was bought by Forest Theatre to promote movies as well as Friday night stage show. Station's "Mr. Lucky" (Rudy Runnels), talks to Faye Adams, star of show. Theatre had done some light advertising, station reports, but after saturation schedule, business has been at either double or triple the previous level

THE NEGRO STATIONS revolve around the disk jockey

► **He provides commentary on music and on public and community affairs as well (not to mention merchandising)**

The Negro radio station and the Negro consumer market have two primary points of contact.

They meet on the air through the d.j. and they meet at the point-of-sale through merchandising men (and the d.j., too).

This, in itself, does not qualify Ne-

gro radio for any blue ribbons. What makes the difference, however, is that the listener is listening to and the retailer is talking to a man or woman whose skin color is the same as his.

One should add to this that stations also contact their market at a less business-like level—the level of com-

munity affairs, public service and, in some cases, agitation for civil rights.

The d.j. is involved here as well. He is a narrator of public affairs on the air, a speaker on public affairs in an auditorium, and, in general, a sympathizer on public issues. To the Negro, he is often "one of us."

The d.j., to sum it up, is the heart of Negro radio.

Most disk jockeys are colored and, all things being equal, there is more



A total of 42,609 postcards were sent in for the "favorite minister" contest on KOKY, Little Rock, Ark. Winner of the contest, held in February, was the Rev. Felix Evans



Sports stars have strong appeal among the Negro audiences, often make popular d.j.'s. Above is "Big" Don Barksdale of KWBR, Oakland, Olympic basketball star



Dance for young Negroes is given every Saturday morning by WAUG, Augusta, using city center. D.j. Mal Cook, above, gives door prize, got city citation for dances

identification on the part of the listener with a Negro than with a white. However, some white d.j.'s are exceptionally popular and well accepted by the Negro community.

As one Negro broadcaster put it, "Negroes either like you or reject you. There are no mediocrities in Negro radio."

Many Negro radio personalities are colorful with names to match. They call themselves the Rev. Gatemouth Moore, Sir Walter Raleigh, Gospel Boy, Dogface, Lord Fauntleroy. This kind of tag is more likely to be found in the South. On the whole, the northern Negro radio personality is more dignified, one reason being the more "emancipated" northern Negroes are beginning to feel the more extreme forms of clowning hurt the race by perpetuating group stereotypes.

Is Negro radio then segregated radio? Some general appeal broadcasters with large Negro audiences say it is. The Negroes themselves don't feel

this way, however. The more articulate Negroes make the point that dial tuning represents a democratic option with the listener stopping at whatever frequency he wants to—not the frequency he's forced to. In addition, Negro radio is the only place he can get broadcast news about his community.

The further point is also made that, just as Negroes listen to general appeal radio, so do non-Negroes tune in on Negro-appeal radio. In some areas, for example, Spanish-speaking audiences find Negro programming to their liking. And, while the radio jive fans among the general run of Americans have never been counted accurately, there are undoubtedly a fair fraction of them who listen to Negro appeal stations.

These non-Negro audiences listen to the music, not to the personality. The Negro-appeal d.j. has a specific target for his patter. He talks the language of his audience. This doesn't mean the d.j. flaunts the differences between



Week-long salute to W. C. Handy in connection with movie about him culminated in a broadcast from Chicago's Tivoli Theatre with WBEE station personalities

white and Negro. It does mean he creates an atmosphere in which the Negro feels at home.

He doesn't have to be a Negro to do this. Hunter Hancock of KPOP, Los Angeles, is white and has been programming for Negroes for 10 years. His audiences include Mexicans and, with the advent of rock 'n' roll, other whites also. Hancock plays only music recorded by Negroes, stays away from "popular jazz" or "prettied up Negro music."

Here are five tips from Hancock on programming for and selling the Negro:

1. Don't talk down. This applies to both white and Negro d.j.'s. (Los Angeles now has two white d.j.'s in its Negro appeal programming. KGFJ's John Magnus joined the ranks when his station went to 100% Negro appeal programming recently.) Negroes don't resent white d.j.'s but they are sensitive to condescending language.

2. Don't be "way out." Negroes like
(Please turn to page 37)

Rounsville Radio

ANNOUNCES



... THE APPOINTMENT of HAROLD F. WALKER

as Vice President and National Sales Manager of the Rounsville Negro programmed radio properties.

Mr. Walker will join the Rounsville chain on November 1st, and will have immediate supervision of national spot sales for all Negro properties.

He is a 20-year radio veteran, more than nine of which have been spent with WDIA, Memphis, a pioneer in the development of the all-Negro programmed pattern.

AND...



... THE APPOINTMENT of JOHN FULTON

as Vice President and Local Sales Manager for all Rounsville Radio properties.

Mr. Fulton entered radio in 1935, and joined the Rounsville organization in 1953. He is a past director of N.A.B., as well as past president of the Georgia Association of Broadcasters.

WCIN

Cincinnati, Ohio. 1000 W, 1480 KC.
Cincinnati's only all Negro programmed station.

WLOU

Louisville, Kentucky. 5000 W, 1350 KC. Louisville's only all Negro programmed station.

WMBM*

Miami Beach, Florida. 1000 W, 800 KC. South Florida's most powerful all Negro programmed station.

WVOL

Nashville, Tennessee. 1000 W, 1470 KC. Nashville's only all Negro programmed station.

WTMP

Tampa, Florida. 5000 W, 1150 KC.
Tampa-St. Petersburg's only all Negro programmed station.

WYLD

New Orleans, La. 1000 W, 600 KC.
New Orleans' all Negro programmed station.

*Good News WMBM just granted 5000 watts day and night in 790 K.C.

ROUNSVILLE RADIO

HOME OFFICE: 3165 Mathieson Drive, N.E.
Atlanta 5, Georgia

NEGRO MARKETING BASICS

Negro population is growing at a faster rate than white during 1950's . . .

Changes in white and non-white population, 1950-1957		
	WHITE	NON-WHITE
All ages	+12.6%	+18.9%
Under 18	+26.0	+34.5
18-24	- 5.8	+ 3.8
25-44	+ 3.6	+ 5.6
45-64	+12.4	+17.5
65 and over	+20.8	+22.6

The high Negro birth rate during the 1950's is dramatized in these Census Bureau figures taken from the census of 1950 and a sample survey last year. Non-white includes Indians, Japanese, Chinese, etc., but about 95% of non-white are Negroes

Negroes tend to be "younger" than whites . . .

	WHITE		NON-WHITE	
	Male	Female	Male	Female
Under 5	11.1%	10.5%	14.5%	13.8%
5-9	10.5	9.9	13.3	12.6
10-14	8.9	8.4	9.8	9.3
15-19	7.0	6.6	8.1	7.8
20-24	6.3	6.1	7.1	7.0
25-29	6.7	6.6	6.8	7.1
30-34	7.1	7.3	6.7	7.3
35-39	7.0	7.1	6.2	6.6
40-44	6.6	6.8	5.8	6.3
45-49	6.2	6.3	5.4	5.6
50-54	5.4	5.5	4.6	4.6
55-59	4.7	4.9	3.8	3.7
60-64	4.1	4.3	2.8	2.8
65-69	3.2	3.5	2.0	2.0
70-74	2.4	2.8	1.4	1.4
75-79	1.5	1.9	1.0	1.1
80-84	0.7	1.0	0.5	0.5
85 and over	0.4	0.6	0.4	0.5
Total (000)	75,688	76,776	9,170	9,595

These Census Bureau figures cover the total U.S. population, including armed forces overseas, as of 1 July 1957. Note high proportions of children under 10 among both white and non-white. Note also that there are about 5% more females among non-whites compared to about 1% in white group. For an explanation of non-whites, see caption at top left

**NEGRO
MARKETING
BASICS**

Big postwar jump in Negro urban households is due primarily to . . .

A. Decrease in doubled-up families

Percent U.S. married couples without own household				
	1956	1950	1947	1940
WHITE	3.0%	5.9%	7.9%	6.4%
NON-WHITE	7.1	13.8	15.1	11.3

Average number of persons per U.S. household				
	1956	1950	1940	1930
WHITE	3.33	3.46	3.75	4.09
NON-WHITE	3.95	4.17	4.09	4.27

B. The move away from the farm

Percent change in number of U.S. households, 1950-56			
	ALL HOUSEHOLDS	URBAN & RURAL NON-FARM	RURAL FARM
WHITE	+10.7%	+14.0%	-9.5%
NON-WHITE	+26.2	+35.2	-13.8

Negroes have proportionately fewer husband-and-wife households

Marital status of civilian U. S. population

PERCENT MARRIED				PERCENT MARRIED WITH ABSENT SPOUSES			
MALE		FEMALE		MALE		FEMALE	
White	Non-white	White	Non-white	White	Non-white	White	Non-white
71.1	64.1	67.2	62.0	2.4	7.8	3.0	11.3

All figures on this page are from the Census Bureau. The bottom chart covers U.S. civilians 14 years and over, as of March 1956.

One out of three working Negro women are employed as domestics

Major occupations of employed persons

Major occupational group	Total	WHITE Male	Female	Total	NON-WHITE Male	Female
Total employed (000)	58,482	40,250	18,232	6,698	3,997	2,701
Professional, technical	10.8%	10.4%	11.6%	3.9%	3.5%	4.6%
Farmers, farm managers	5.1	7.2	0.6	4.0	6.2	0.7
Other managers, officials, proprietors	11.4	14.2	5.3	2.4	2.6	2.1
Clerical	15.1	6.8	33.2	5.6	4.4	7.4
Sales	6.9	6.3	8.2	1.4	1.0	1.9
Craftsman, foreman	13.9	19.8	1.0	5.8	9.4	0.4
Operatives	17.2	18.2	15.2	19.1	22.9	13.5
Private household workers	2.0	0.1	6.2	15.5	0.6	37.7
Other service workers	8.0	5.7	13.1	16.4	14.4	19.4
Farm laborers & foremen	4.3	4.0	5.0	10.5	9.8	11.6
Laborers (except farm and mine)	5.2	7.3	0.6	15.3	25.3	0.7

These Census Bureau figures cover people at work during the week 6-12 July 1958

Nearly half of all Negro women work

	Employment status of civilian population			
	Total	WHITE Male	Female	
<i>Per cent in labor force</i>	58.4	84.0	35.0	64.8 83.8 48.1
<i>Labor force</i>	62,706	43,061	19,645	7,767 4,696 3,069
<i>Employed in agriculture</i>	5,708	4,667	1,041	1,010 678 332
<i>Employed in non- agricultural jobs</i>	52,773	35,583	17,191	5,688 3,318 2,369
<i>Unemployed</i>	4,225	2,811	1,413	1,069 701 368
<i>Per cent unemployed</i>	6.7	6.5	7.2	13.8 14.9 12.0

Figures at right apply to U.S. civilian non-institutional population 14 years and over as of 6-12 July 1958. They show that while one out of two Negro women are employed only one out of three white are so engaged. The data also show that the percent of unemployed among non-whites is double the figure for the white group

WE PROUDLY SERVE PHILADELPHIA'S 650,000 NEGRO MARKET



Bernice Thompson

Kae Williams

Georgie Wood

To be the Number One Negro Station in America's third largest city is to be in an enviable position. We realize this. We also realize that, in order to stay Number One, WDAS must continue to back up our advertisers with aggressive merchandising and programming.

Some of the Reasons Why WDAS is a "Must" in Philadelphia Radio

More and more advertisers are aware that to obtain sales dominance in America's large cities is virtually impossible without the patronage of the Negro Market. In Philadelphia, WDAS exclusively delivers the ever-growing 650,000 Negro Market.

The WDAS Negro on-the-air talent team is known throughout the East. They are a highly professional group of men and women whose long-time acceptance by the Philadelphia Negro Market is unequalled. No one can deliver your message, motivate listeners and gain the acceptance of the Philadelphia Negro Market as can the top-rated air-personalities of WDAS.

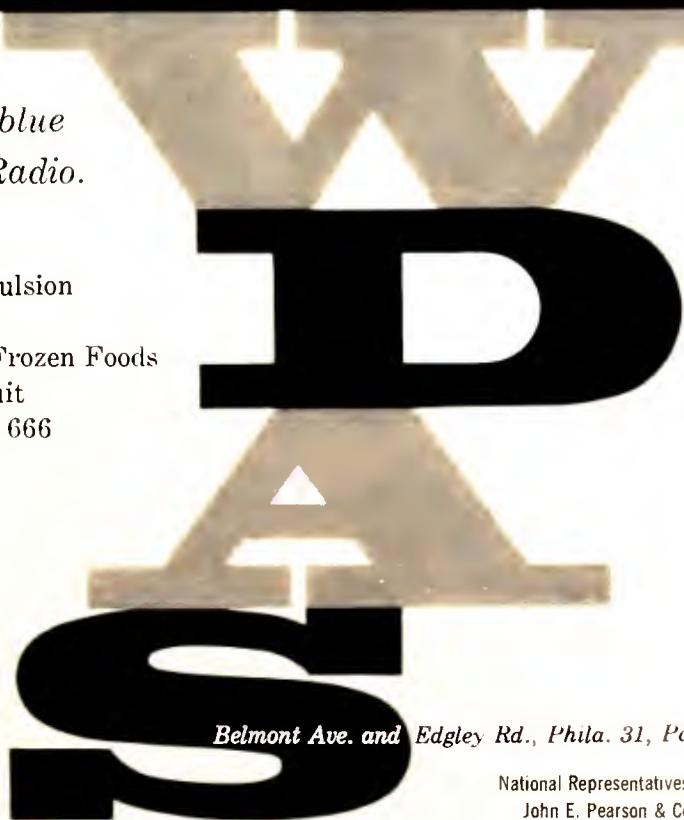
Ever since Negro listening has been measured in Philadelphia, WDAS has always been the top-rated Negro Pulse station . . . and NOW WDAS HAS MORE NEGRO PULSE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS IN THIS AREA COMBINED.

Absolutely no other advertising medium in Philadelphia can deliver the specialized Negro Market proof-of-performance merchandising available to WDAS advertisers. The WDAS Negro Market Merchandising Department is the first, and only, full-time, fully staffed department in Philadelphia offering participations in Food Fair Stores, Best Markets, Philadelphia Association of Retail Druggists and WDAS Spot-lite Superettes. This comprehensive merchandising program ranges from point-of-purchase "WDAS APPROVED PRODUCTS" through to finished detail reports.



There is no more complete list of blue chip advertisers in Philadelphia Radio.

Pabst Blue Ribbon Beer • Humphreys
 Parks Sausage • Black Draught • Creomulsion
 Contadina • San Giorgio • BC Remedy
 Scott's Emulsion • Roma Wine • Dulany Frozen Foods
 Budweiser Beer • Nadinola • United Fruit
 Italian Swiss Colony Wine • SSS Tonic • 666
 Rem • Tastykake • Krey • Sulfur 8
 Snow's Clam Chowder • Tetley Tea
 Washington Flour • Camels • Artra
 Beechnut Baby Food • Booth's Beverages
 Boscul Coffee • Lipton
 Carnation Milk • Coca-Cola
 Blue Cross • Bell Telephone
 Strawbridge & Clothier
 John Wanamaker
 Pennsylvania Saving Fund Society



National Representatives:
 John E. Pearson & Co.

NEGRO AUDIENCE BASICS

Negro tv saturation in south is less than among whites

Percent and number of tv households in 12 states

State	NEGRO		WHITE		TOTAL	
	%	number (000)	%	number (000)	%	number (000)
ALABAMA	44.9	315	58.9	817	54.2	1,132
ARKANSAS	35.5	107	45.9	433	43.4	540
FLORIDA	52.0	225	64.7	1,391	62.6	1,616
GEORGIA	51.7	393	69.0	1,213	63.8	1,606
LOUISIANA	51.2	322	66.0	930	61.4	1,252
MISSISSIPPI	28.4	199	38.8	282	33.7	481
NORTH CAROLINA	51.5	385	64.7	1,432	61.4	1,817
OKLAHOMA	58.5	57	71.9	1,057	71.0	1,114
SOUTH CAROLINA	47.1	275	64.4	607	57.8	882
TENNESSEE	53.9	205	65.6	1,351	63.8	1,556
TEXAS	56.8	394	68.9	3,765	67.5	4,159
VIRGINIA	54.2	284	69.3	1,411	66.2	1,695
TOTAL	48.3	3,161	65.1	14,689	61.3	17,850

Twice as many southern Negroes tune radio as tv during average day

Negro adults with tv	
Males	1,532,000
Females	1,629,000

All data on this page are based on a Siadlinger & Co. study taken from August 1955 through July 1956. An updated survey will be released by the firm this fall. The figures in the bottom charts are based on the same 12 states as the top chart. At the right the asterisk indicates that tv per capita tuning is based on tv homes only.

	RADIO Negro	RADIO White	TV Negro	TV White
Percent of population over 12 who tune at same time during day	60.3	51.9	32.4	43.1
Total time spent with air media during average week (million hours)	64.6	179.7	40.6	181.5
Per capita time spent with air media daily (hours)*	2:20	2:12	2:44	2:39

Negro listening remains remarkably steady throughout the day

Percent Negro homes using daytime radio by hours

CITIES	6am-7am	7am-8am	8am-9am	9am-10am	10am-11am	11am-12n	12n-1pm	1pm-2pm	2pm-3pm	3pm-4pm	4pm-5pm	5pm-6pm
Atlanta, Ga. Nov.-Dec., 1957	13.0	29.4	33.7	30.6	28.9	26.0	26.2	26.1	26.6	27.9	28.1	26.4
Baltimore, Md. Mar., Apr., May, 1957	13.4	25.7	29.0	27.0	27.3	27.0	26.8	26.5	26.1	26.9	28.2	27.9
Birmingham, Ala. March, 1958	29.5	30.8	28.4	27.4	26.5	26.3	26.5	26.3	26.5	28.0	27.4	27.7
Charlotte, N. C. Feb.-March, 1958	14.7	28.8	30.8	29.9	29.3	27.7	24.9	24.6	28.5	27.8	27.4	25.3
Chattanooga, Tenn. April, 1957	15.0	26.4	28.2	27.4	23.8	23.7	23.2	26.2	24.0	25.4	25.7	25.8
Chicago, Ill. May, 1958	19.1		34.2 ⁽¹⁾	31.5	29.9	30.0			32.6	28.6	29.0	29.5
Cincinnati, O. June, 1958	12.7	26.7	29.8	27.5	27.7	26.6	25.6	25.9	26.0	26.7	27.6	27.0
Columbus, Ga. April, 1957	28.0		27.4	28.2	26.4	26.0	26.2	27.6	27.4	28.2	27.8	
Detroit, Mich. December, 1957	13.5	25.8	28.6	26.7	25.2	24.4	25.3	26.7	27.7	29.0	23.3	
Houston, Tex. Oct.-Nov., 1957	15.5	27.9	32.3	32.2	30.8	31.8	29.4	29.5	29.0	29.7	30.3	30.0 ⁽²⁾
Louisville, Ky. June, 1958	11.3	22.7	24.4	25.7	23.5	23.8	24.6	23.1	23.9	23.8	23.8	22.8
Miami, Fla. June, 1958	14.1	26.9	31.1	31.1	30.8	28.3	28.8	29.9	30.4	29.4	27.3	27.7
Nashville, Tenn. June, 1958	19.9	28.2	28.6	27.0	24.6	24.7	23.6	23.5	24.5	25.3	23.5	23.5
New Orleans, La. June, 1958	10.6	24.0	29.7	29.5	30.2	29.4	29.8	28.3	27.1	27.4	28.8	28.2
Philadelphia, Pa. April, 1958	15.2	32.1	33.4	28.7	29.5	28.6	27.3	26.3	27.1	29.4	29.4	29.1
Richmond, Va. December, 1957	25.4	30.5	28.9	26.9	25.7	26.6	26.2	25.7	26.5	29.1		
San Francisco, Calif. March, 1958	14.8	31.5	33.5	32.3	31.0	30.7	29.6	27.3	26.1	26.5	29.0	29.5
St. Louis, Mo. February, 1958	15.7	28.3	33.2	30.0	28.7	26.5	26.5	26.3	26.3	26.8	27.8	26.7
Tampa-St. Petersburg, Fla. June, 1958	14.5	25.6	28.9	29.8	28.8	28.1	26.4	27.0	25.8	26.4	26.9	26.8
New York, N. Y. ⁽³⁾ April, 1958				31.9 ⁽⁴⁾	32.5	31.0	29.9	27.3	28.2	27.6	14.7	

SOURCE: Pulse, in-home and out-of-home, Monday through Friday; average quarter hour during each hour (1) 9:30-10:00 a.m.; (2) 5:00-5:30 p.m.; (3) WWRL only (4) 10:30-11:00 a.m.

NEGRO STATION PROFILE

State and City	Call Letters	Regional Network	Power	Freq. (kc)	Net or Ind. (1)	Ground-owned	Yrs. on Air	Yrs. of Negro Program (1)	Hrs. per wk.	% Hours Negro Program (1)	Change in Negro Program Hrs. (1)	Negro Program Breakdown (in %)			Source of Business (1)	March	Negro Pmt. (\$000) (1)	Avg. Negro Family Income (1)	Avg. Negro Employee on Farms (1)					
												Drama	Variety	Religious	News	Other Music	Public Service	Other	N	R	L			
ALABAMA																								
Auburn	WAUD	Key Market Network	250w	1230	N	Edwin H. Estes Enterprises	11	10	125	20	5	%	%	%	%	%	%	Y	25	\$2,000	35			
Birmingham	WEDR	Bob Dorc: Dora-Clayton:	1kw	1220	I	John McLendon Assoc.	9	9	87	5	25	25	25	12.5	12.5	100	50	20	30	Y	240	5,000		
WENN	John E. Pearson	250w	1450	1			8	8	112	100	5	40	15	5	100	25	5	70	Y	260	3,999	5		
WFJD	Forie	250w	1400	1			16	14	132	100	5	48	13	10	1	4	1	20	100	20	5	245		
Decatur	WMSL	Jack Masias: Clark Brown (South): KBS	250w	1400	N	Tennessee Valley Radio & TV Corp.	23	10	126	6	1								5	20	60	25		
Dothan	WHOZ	Thomas F. Clark	1kw	800	I		10	5	3	.5	5	100 ^b							1	25	50	N		
Florence	WOWL	Rambeau, Vance & Hopple	250w	1240	N	Radio Muscle-Shoals	8	8	84	8.5	5	50	49.5						5	25	70	Y		
Greenville	WGTV	Sears & Ayer: KBS	1kw	1380	I		10	10	90	5	5	5	5						15		Y	300		
Montgomery	WRMA	Everett-McKinney	1kw	950	I		6	6	100	100	5	35	35	5	5				20	95	30	50		
Marietta	WJAM	Keller	5kw	1310	I		7	7	D	15	5	100							40	N	169			
Sylacauga	WMLS		1kw	1290	I		10	10	94	6.5	5								35	100	5	10		
Tuscaloosa	WRBS		500w	790	I		1	1	94	100	5	25	40						35	100	5	10		
ARKANSAS																					225			
Arkadelphia	KVRC	Hil F. Best Co.: KBS	250w	1240	I		11	11	118	20	5	70	10	5	15	20	25	50	Y	36	25			
Helena	KFFA	Hil F. Best: KBS	1kw	1360	N		17	16	125	25	5	50	10	15	5	10	5	40	10	20	70	Y		
Hot Springs	KBLO	Rambeau, Vance & Hopple	1kw	1470	N		6	2	98	1	5							2	0	100	N	18		
Little Rock	KOKY	John E. Pearson	5kw	1440	I	McLendon Ebony	2	2	D	100	5	58	37	3	2			100	38	11	51	Y		
Magnolia	KUMA	John E. Pearson	1kw	630	N	Magnolia Bestig	10	10	D	7	5						5	5	Y	50				
CALIFORNIA																					25			
Burbank	KBLA	Grant Webb	250w	1			6	6	162	42	5	90	10						20	25	50	Y		
Los Angeles	KGFF	Hil F. Best: KBS	1kw	250w	I		32	12	163	100	1	65	12	6.5				13	3.5	50	17.5	70	Y	
	KPOP	Broadcast Times Sales; Dora-Clayton	5kw	1020	I		30	10	105	25	1	85	10	5				25	50	50	Y	350	4,000	
Oakland	KWBR	East: Walker-Rawalt	1kw	1310	I		37	25	156	66.6	5							50				3,700	22	
Pasadena	KALI	Richard O'Connell	5kw	1430	I	Tele-Broadcasting	11	11	160	58	1							20	0	70	30	450		
San Diego	XERB	KBS: San Diego: Harold S. Schwartz & Associates, Inc.; Los Angeles: Gates, Reps.	50kw	1090	I	Inter-American dc Radio, SA																		
San Francisco	KSAN	N. Y. Chicago: Stars National; Atlanta, Dallas, Los Angeles; J. E. Pearson	250w	1450	I		36	10	140	100	5	73.6	26.4					100	50	35	15	Y	6,180	.48
San Rafael	KTIM	Hil F. Best	1kw	1510	I		11	10	96	10	5	100						5.7	100	N	30			
DELAWARE																					75			
Wilmington	WILM	The Bolling Co.	250w	1450	N		35	8	162	10	5	70	10	10	10	10	10	10	10	10	10	80		
FLORIDA																					75			
Deland	WIBS	Donald Cooke	250w	1490	I	Stetson University	10	1	119											N				
Fort Pierce	WIRA	Thomas F. Clark, Inc.	250w	1400	N		12	3	8.5										1					

(a) New. (1) Independent. (11) No. of stations has presented Negro appeal programming. (e) Indicate whether its weekly hrs. devoted to Negro appeal programming. (f) Station estimate of average family Negro income in market. (g) % of Negro-directed business from local advertisers. (h) Total advertising. (i) Total advertising. (j) Total advertising. (k) % of Negro workers employed on farms in market. *Station did not supply percentage of broadcast but programs in ratebooks so marked. **List comprises those stations which answered SPONSOR questionnaire sent to 750 radio outlets listed in SPONSOR's Guide and other sources.

State and City	Call Letters	Rep. Network	Power	Freq. (kc)	Net. on Ind. (a)	Group-owned	Yrs. on Air	Yrs. of Negro Program (b)	Hrs. per Wk. on Air (c)	Change in Negro Program Hrs. (d)	Negro Program Breakdown (in %)													
										Refugees	News	Variety	Public Service	Drama	Other	% Negro Adv. (e)	Negro Pop. (000) (f)	Avg. Negro Income (g)	% Employed on Farms (h)					
Jacksonville	WOBS	Gill-Perna, Inc.	5kw	1360	1	10	2.5	98	100	20	20	100	10	80	Y	250	\$4,200					
	WRHC	Joe Woortton & Associates	250w	1400	1	Florida East Coast Bctg Co., Inc.	8.5	133	45	S	50	1	98	N	125	3,200					
Miami	WFEC	N.Y.C.: Bob Dore & Assoc.	250w	1220	1	Atlanta: J. S. Ayers Co.	10	6	D	100	S	100	13	25	62	Y	150					
Miami Beach	WMBM	Gill-Perna: Dora-Clayton	1kw	800	1	Roundsville Radio	11	5.6	91	100	S	90	2	8	100	10	90	Y	307				
Pensacola	WBOP	Fojo Co. (Southeastern only)	500w	980	1	Tri-Cities Broadcasting Co.	2.5	.33	101.5	100	I	45	10	20	8	3	10	4	98.2	5				
Sanford	WTTR	KBS	250w	1400	1	11.5	11.5	118	15	I	20	5	15	N	20				
Tampa	WTMP	National: Gill-Perna Southeast: Dora-Clayton	5kw	1150	1	Roundsville Radio	4	4	93.5	100	S	69	20	2	95	11	12	77	Y	116		
GEORGIA																							
Americus	WDEC	Indie Sales: Dora-Clayton; KBS	1kw	1250	1	12	12	96	10	S	40	45	10	5	5	12	10	15	75	12	40	
Atlanta	WAOK	Fojo & Co., Inc.	5kw	1380	1	WAOK Bctg Co.	4	4	161	100	S	60	30	5	5	100	20	10	70	Y	260	
Augusta	WAUG	Rambeau, Vance & Hopple Inc.; Clarke Brown Co., Inc.	1kw	1050	1	Garden City Broadcasting Co.	6	5	90	50	S	35	20	35	10	50	20	10	70	Y	274	
Baxley	WHAB	KBS	5kw	1260	1	Tri-City Bctg	4	3	7	1	2	2,400		
Columbus	WCLS	Walker-Rawalt Co., Inc.; Dora-Clayton	15w	1580	1	4	2.5	95	100	100	15	15	70	Y	215		
Dawson	WDWD	Indie Sales, Inc.	1kw	990	1	Dawson Bctg Co.	10	10	70	S	70	30	70	5	5	90	Y	215			
Fitzgerald	WBHB	Dora-Clayton; KBS	250w	1240	N	Ben Hill Bctg	10	10	111	10	I	75	10	10	5	1,250			
Fort Valley	WFPM	Indie Sales: KBS	1kw	1150	1	Beach Belt Bctg	7	84	25	1	84	12	4	10	25	25	50	N	2,160		
Gainesville	WDUN	Thomas F. Clark: Dixieland Stations; S.E. Key Market	250w	1240	1	9.5	5	126	3	S	5	10	90	N	4	5			
Griffin	WHE	Dixieland Stations	1kw	1320	1	5	5	97	15	S	10	5	5	15	Y	80	2,000			
Hawkinsville	WCCH	Harry Cantion: KBS	5kw	610	1	6	6	91	10	S	3	N	392	1,500				
LaGrange	WLAG	Indie Sales, Inc.; Dixieland Stations; Mutual	250w	1240	N	17	17	126	5	S	65	25	5	1	4	6	55	22	28	Y	33	
	WTTP	WTTP	Joseph Hershey: McGillvra, Inc.; Dora-Clayton; Southeastern Key Market	1kw	620	1	Chattahoochee Broadcasting Co.	6	6	90	10	S	65	25	5	5	5	8	20	20	60	Y	150
Macan	WIBB	Walker-Rawalt Co.; Dora-Clayton	1kw	1280	1	10	9.5	92	90	I	75	10	2	8	20	20	60	Y	150			
Madison	WTTH	Stars National, Inc.; Dora-Clayton	1kw	1250	1	3	2	90	5	D	8	5	25	Y	165				
Valdosta	WGTV	Stars National, Inc.; Dora-Clayton	5kw	950	N	18	8	130	11	I	66	11	15	5	3	15	20	30	50	Y	20	
Waycross	WACL	Thomas F. Clark Co.	5kw	570	1	7	7	132	9.09	S	100	15	20	30	50	Y	120	
ILLINOIS																							
Chicago	WSBC	Devney, Inc.	250w	1240	1	33	30	56	33.3	I	55	30	5	5	30	60	10	30	Y	3,000		
	WAAF	Fojo	1kw	950	1	36	6	19	S	95	5	800	4,000					
	WBEE	1kw	1570	1	Rollins Bctg, Inc.	2.5	2.5	87	100	S	70	14	8	8	100	Y	1,000					
	WGES	5kw	1390	1	34	13	131	60	I	60	7	5	28	65	45	55	N	850			
INDIANA	WOPA	Stars National	250w	1490	1	WOPA, Inc.	8	6	165.5	40	I	3	33	15	85	Y	700				
Gary	WGRY	Grant Webb & Co.	500w	1370	1	8	8	12	28	80	16	4	5	30	60	10	30	Y		
	WWCA	John E. Pearson Co.	1kw	1270	1	10	10	108	16	S	100	15	35	30	35	Y	35			
Hammond	WJOB	Rambeau, Vance & Hopple	250w	1230	1	30	20	142	20	I	5	3	150	4,000					
Indianapolis	WGEE	Rollins Broadcasting, Inc.	5kw	1590	1	1.6	1.6	84	40	S	83	10	10	15	4	81	Y	87			
Mich. City-LaPorte	WIMS	William C. Rambeau	1kw	1420	1	Northern Indiana Broadcasters, Inc.	11	11	84	S	80	20	Y	3,699					

(a) Independent. (b) No. of yrs. station has presented Negro appeal programming. (c) D: daytime only. (d) % weekly hrs. devoted to Negro programming. (e) Indicates whether hub of Negro program has increased or remained same since last year. (f) % of total business from Negro-adapted advertisers. (g) % of Negro-directed business from National, Regional, Local advertisers. (h) % of Negro workers employed on farms in market. (i) Station estimate of average family Negro income in market. *Station did not supply percentage of breakdown but programs in categories so marked.

NEGRO STATION PROFILE *Continued . . .*

State and City	Call Letters	Rep. Network	Power	Net or Ind. (kc)	Freq. (kc)	Group-owned	Yrs. on Air	Yrs. of Negro Program (yr.)	Mrs. per Wk.	Change in Negro Program Hrs. (-)	Negro Program Breakdown (in %)			Source of Business (S)	March (M)	Negro Pop. (000) (S)	Avg. Negro Family Income (S)	% Employed on Farms (S)		
											D	M	S							
IOWA	Des Moines KWDM		1kw	1150	N		10.5	10.5	130	3.25	5	*	*			100	Y	13 \$3,000		
KENTUCKY																				
Hopkinsville	WKOA	Hil F. Best; Kentucky Radio Sales	1kw	1480	1		4	4	91	6	5	90	6	2	2	6	94	Y	35 2,000 40	
Louisville	WLQU	Gill-Perna: Dora-Clayton	5kw	1350	1	Roundsville Radio	10	7	D	100	5	61	14	10	5	5	100	8	10 82 Y	160 3,000
Pineville	WALF	Continental; Kentucky Radio Sales	250w	1230	1		2	2	108	20	5	75	25			10	10	Y	2 1,800 5	
LOUISIANA																				
Alexandria	KDBS		1kw	1410	1		5	5	D		5	50	5	25	15				36 30	
Baton Rouge	WXOX	Stars National, Inc.	1kw	1260	1	The OK Group	5.8	5.8	75	100	1	25	5	30	8	1	7	3 98	10 5 85 Y	172 5,800 5
Bogalusa	WIKC	K85-L85; Mutual	250w	1490	N		11	11	111	2	5							Y	15 1,600 40	
Ferriday	KENV		1kw	1600	1		1.5	1.5	91	33.3	5	*	*	*	*				2,000 75	
Monroe	KLIC	K85	250w	1230	N		8	8	139	15	1	*	*	*	*				33.3	
Notchitoches	KNOC	K85; Louisiana Network	250w	1450	N		11	11	118	35	5	*	*	*	*				50 1,500	
New Orleans	WBOK	Stars National	1kw	800	1	The OK Group	6	6	12	12	5	90	5	5			100 30 10 60 Y	283 3,600		
Ruston	WLVD	Gill-Perna: Dora-Clayton	1kw	600	1	Roundsville Radio	9	9	84	100	5	75	20	3	1			100 25 75 Y	316	
MARYLAND																				
Annapolis	WANN	Walker-Rawalt Co.; Doran-Clayton	1kw	1190	1															
Baltimore	WSID	United Broadcasting; Doran-Clayton; Harlan G. Oakes & Associates	1kw	1010	1	United Broadcast- ing Co., Inc.	11	9.5	D	100	5	65	5	15	5	7	3		100 10 5 85 Y	330 3,400 10
WEBB	WEBB	Stars National	5kw	1360	1	1360 Broadcasting Co., Inc.	3.5	3.5	D	100	5	40	14	10	16		20		100	
Bethesda	WITI	Select Station Rep	250w	1230	1		17.5	17.5	168	17	5	*	*	*	*		10	60	40 Y	335 4,100
MICHIGAN																				
Detroit	WJLB	Stars National; John E. Pearson Co.	250w	1400	1	800th 8ctg Co.	148	60	1	80	9	6	5				50	30 20 Y	610 4,400	
Flint	WXYZ	John Blair & Co.	5kw	1270	N	A8-PT		6										N 600		
Flint	WWBC	Weed	1kw	1330	N	800th Bctg Co.	11	11	147	25	1	70	20	5			15 35 30 35 Y	55 7,800 5		
 Inkster	WMRP	Sears and Ayer	1kw	1570	1	Methodist Church	12	12	77	11	5		90			10		100 N		
Saginaw	WCCHB	Bob Dore Associates; Doran-Clayton	1kw	1440	1		1.8	1.8	D	100	5	*	*	*	*			95 40 10 50 Y	600 5,900 -1	
MISSISSIPPI																				
Clarksdale	WROX	Keystone; Chicago, N. Y.; Everett-McKinney, Inc.; C. K. Beaver & Associates	250w	1450	N	Mid-South Network	16	12.9	39	1	65	30	2	5		5	15 80 Y	60 1,000 55		
Columbus	WACR	Venard, Rimboul & McCall	1kw	1050	1	Aaron S. Robinson	12	12	127	3	5	45	10	10	15	5	10 15 25 75 Y	40 3,8		
Corinth	WCMA	Downey, O'Connell; Crennan; Melville	250w	1230	1	Mid-America 8ctg	10	10	80	30	5	55	45				20 100 N	5 40		
Greenville	WGUM	Everett-McKinney, Inc.; K85; Mid-South	250w	1400	N	Mid-South Network	10	10	134	7	5	75	15	5			3 5 5 90 Y	60 60		
Grenada	WNAG	Trait: Weed & Co.	1kw	790	N	800th 8ctg Co.	8	8	124	5	5						10 N 15 2,500 20			
Hazlehurst	WMDC	Joseph McGilvra; K85	250w	1220	N		5	5	84	8	1									

(a) ¹Network. (b) Independent. (c) No. of stations has presented Negro appeal programming. (d) daytime only. (e) % weekly hrs. devoted to Negro programming. (f) Increased or remained same since last report. (g) % of total bus. from Negro advertisers. (h) Local advertisers. (i) National. (j) Regional. (k) International. (l) ²Stations provide more than one service. (m) don't provide such support. (n) stations estimate of Negro population in market. (o) stations did not supply percentage of breakdown but programs in categories so marked.

State and City	Call Letters	Rep Network	Power	Net or Ind. (kW)	Freq. (kc)	Group-owned	Yrs. on Air	Yrs. of Negro Program (a)	Hrs. per Wk. on Air (c)	% Hours Negro Program (d)	Change in Negro Program Hrs. (e)	Negro Program Breakdown (in %)			Source of Business (f)	% Negro Adv. (g)	Ave. Negro Income (h)	Negro Pop. (000) (i)	% Employ. Farms (k)					
												News	Variety	Drama	Public Service	Other	N	R	L					
Houston	WCPK	KBS	5kw	1320	1	3	3	90	15	1	75	15	B	2	B	10	90	Y	300					
Jackson	WOKJ	John E. Pearson	5kw	1590	1	4	4	90	100	5	55	35	5	5	100	26	10	64	509	\$2,606				
Meridian	WQIC	Forjoe	5kw	1390	1	1	1	91	91	S	35	*	*	*	100	20	15	65	350	3,849				
Oxford	WSUH	KBS	1kw	1420	1	4	100	10	5	50	50	50	50	5	10	30	60	N	30	1,200				
Philadelphia	WHOC	Hil F. Best	250w	1490	1	10	10	118	5	5	50	50	50	50	5	10	30	60	N	30	75			
Picayune	WRJW	McGillivray; KBS	5kw	1320	Tung Broadcasting	9	6	D	1	1	75	25	25	25	5	10	30	40	Y	45				
Starkville	WSSO	KBS	250w	1230	1	10	10	121	10	S	35	*	*	*	40	10	30	90	Y	200	3,000			
West Point	WROB	Beaver & Associates; C. K. Everett-McKinney; Mid-South Networks	250w	1450	N	10	10	119	20	1	50	30	30	30	10	5	30	30	40	Y	2,700			
MISSOURI																								
Kansas City	KPRS	John E. Pearson	1kw	1590	1	6	6	B4	100	5	B4	10	5	5	1	100	18	B2	Y	128				
St. Louis	KATZ	Rollins Broadcasting, Inc.	5kw	1600	1	Rollins Bestg., Inc.	3.5	3.5	124	100	5	58	35	2	5	100	30	5	65	Y	328			
	KSTL	Forjoe	1kw	690	1	10	10	B6	14	5	100	100	100	100	5	100	15	10	75	Y	2,500			
	KXLW	Star National	1kw	1320	1	11	10	94	100	5	80	80	80	80	4	100	20	20	60	Y	328			
NEW JERSEY																								
Newark	WHBI	Rollins Broadcasting; N. Y., Chicago, St. Louis	2.5kw	1280	1	May Bctg Co.	36	26	24	95	100	100	100	100	20	100	20	20	60	Y	1,500			
	WNJR	Chicago, St. Louis	5kw	1430	1	Rollins Bestg. Inc.	10	5	140	100	1	50	20	10	10	20	100	20	20	60	Y	1,500		
NEW MEXICO																								
Habbs	KWEW	The Braham Co.; MBS; Southwest Network	1kw	1480	N	20	10	118	5	S	75	25	25	25	5	100	5	95	N	1,025				
NEW YORK																								
	WOW	John E. Pearson	5kw	1280	1	WOW Bestg Corp.	31	15	123	50	50	40	10	10	10	44	19	37	Y	1,495				
	WLIB	Forjoe & Co.	1kw	1190	1	14	10	100	87	1	40	30	7	7	13	3	80	65	5	30	Y	1,336		
	WWRL	5kw	1600	1	32	17	163	33	1	48	40	1	7	4	50	75	10	15	Y	1,462		
NORTH CAROLINA																								
Burlington	WBBC	Thos. F. Clark Co.; KBS	5kw	920	N	17	6	BB.B	11.6	5	B6	14	14	14	2	100	-	-	-	N				
Charlotte	WGIV	Forjoe, Inc.	1kw	1600	1	Charlotte Radio & TV Corp.	11	11	B4	60	5	74	5	10	6	2	3	60	40	6	54	Y	213	
Dunn	WCKB	1kw	780	1	Central Carolina Broadcasting, Inc.	12	12	B4	10	1	40	40	20	20	33.3	33.3	33.3	-	20	-	55	
Durham	WSRC	Rambeau, Vance, Hopple, Inc.; Dora-Clayton (S.E.)	1kw	1410	1	Carolina Radio, Inc.	4	4	97	100	5	52	14	11	5	5	15	2.5	100	35	15	50	Y	
Fayetteville	WFAL	Thomas, F. Clark Co., Inc.	250w	1230	N	10	5	126	12	5	60	10	15	15	10	5	12	5	5	90	Y	50		
Goldsboro	WFMC	Keystone	1kw	730	1	7	7	90	13	5	60	10	25	5	20	5	7	BB	Y	210	-	50		
Henderson	WHUH	Jack Masla	250w	1450	1	Tobacco Radio Net	3	3	126	17.5	5	82	18	18	18	10	100	100	N	15	-	75		
High Point	WHPE	KBS	1kw	1070	1	Radio Station	12	6	B4	10	1	90	5	5	5	10	10	Y	-	-	-	N		
	WMFR	Burn Smith Co., Inc.	250w	1230	N	WMFR, Inc.	23	6	127.5	1	1	*	*	*	*	2	-	-	-	-	N			
Kinston	WEWS	Bogner & Martin; Carolina Farm Service; Tobacco Net	1kw	1010	I	Town & Country Network	21	21	114	22	5	90	15	15	15	60	40	6	54	Y	213	3,729	2	
	WFTC	Hil F. Best	5kw	960	N	Central Carolina Broadcasting, Inc.	11	11	84	15	5	40	40	10	10	10	10	33.3	33.3	33.3	-	20	-	55
Laurinburg	WEWD	Dora-Clayton (S.E.); KBS	1kw	1080	I	Carolina Radio, Inc.	12	12	B4	10	1	40	40	20	20	33.3	33.3	33.3	-	20	-	55	
Leadsville	WLQE	Doug. L. Creedlock; KBS	250w	1490	N	12	12	117.5	20	5	*	*	*	*	3	3	100	100	Y	18	2,600	20		
New Bern	WHIT	J. E. Pearson; Tobacco Net	250w	1450	N	16	16	113.5	5.5	5	60	40	40	40	100	100	10	10	Y	10	-	50		
Raleigh	WRAL	H-R Rep.; Tobacco Net	250w	1240	I	20	10	117	5	5	33.3	10	25	25	5	10	10	80	Y	47	3,900	20		

(a) Negro stations. (b) Independent. (c) D: daytime only. (d) % weekly hrs. devoted to Negro appeal programming. (e) Indicates whether hrs. of Negro programming has increased, decreased or remained the same since last year. (f) % of total business from Negro appeal advertisers. (g) % of Negro-directed business from (National, Regional, Local) advertisers. (h) % of Negro population in market. *Station estimate of average family Negro income in market. (k) % of Negro workers employed on farms in market. (l) Station estimate of average Negro population in market, in thousands. (m) No. of yrs. station has presented Negro appeal programming. (n) % stations provide marching band support to clients at no extra charge. (o) No. of yrs. station has remained the same since last year. (p) % of total business from Negro appeal advertisers. (q) % stations provide marching band support to clients at no extra charge. (r) Station estimate of average Negro population in market. (s) Station did not supply percentage of breakdown by programs in categories so marked.

State and City	Call Letters	Rep. Regional Network	Power	Net. or Ind. (kW)	Freq. (kc)	Group-owned	Yrs. on Air	Yrs. of Negro Program (in)	Hrs. per Wk. on Program (in)	% Hours in Negro Program Hrs. (in)	Negro Program Breakdown (in %)			Source of Business (in)	Merch. Merch. (in)	Negro Pop. (in)	Avg. Negro Family Income (in)	% Employ. on Farms (in)								
											Religious	Music	Other Music	Drama	Variety	Comedy	Public Service	Other Adv.	N	R	L					
Southern Pines WEFB	Hal Holman Co.: KB5	1kw	990	N			11	9	84	20	1	15	5					10	N	35	\$1,000	70				
Tyron WTYN	KBS	250w	1580	I	Polk County Bests	4	1	13	42	1	100							10	100	Y	2	2,000	10			
Wilson WGTM	Rambeau, Vance, Hopple (N.Y.; Clarke Brown (15.)	5kw	590	N			21	12	121	10	5	90	10					18	30	40	Y	360	2,000	40		
Winston-Salem WAIA	Devney, Inc.: Carolina Farm Service Network	1kw	1420	N			10	10	111	.9	5	75	15					20	10	20	70	Y	50	75		
OHIO	WGIN	Stars National	1kw	980	I	Lauri Associates	8	8	100	5	90	5	2					3	100	3	1	96	Y	60	4,000	2
Cincinnati WCIN	Gill-Perini; Dora-Clayton	1kw	1480	I	Roundsville Radio	5	5	98	100	5	80	10	5	5	5	5	100	15	5	80	Y	135	2,600			
Cleveland WJMO	Dora-Clayton; Harlan C. Oakes; Bob Witte; UBC	1kw	1540	I	United Bestg Co.	10	6	D	90	5	70	10	10					10	90	15	20	65	Y	222	2,000	5
Columbus WVKO	Venard, Rintoul & McCon.	1kw	1580	I			7	7	84	11	5	80	20					15	50	20	30	N	75	4,500		
Dayton WAYI	Broadcasting Time Sales	250w	1210	I			5	5	90	4	5	100						2	100	N						
Springfield WIZE	H-R Representatives	250w	1340	N	Air Trails Network	18	7	135	4	5	5									Y	20					
Toledo WTOD	Weed and Co.; Mutual	1kw	1560	N			11	5	52	1								2	Y	15	3,250					
OKLAHOMA																										
Muskogee KMUS	John E. Pearson	1kw	1380	I			11	8	126	18	1	80	20													
Oklahoma City KHBG	Hil F. Best; KB5	250w	1240	I			21	1	120	10	1	100						90	100	100	4	20				
PENNSYLVANIA																										
Johnstown WARD	Weed	250w	1490	N			12	12	15	1	5									Y	7	4,300				
McKeesport WMCK							1kW	1360	N	Manyough Bestg Co.	11	5	110	5	D	50	*									
Philadelphia WDAS	John E. Pearson	1kw	1480	I			35	143	100		77	12	6	5				100	40	20	40	Y	650			
WHAT Stars National, Inc.	250w	1340	I				33	14	163	100	5	70	20	7	1	1	1	100	30	14	56	Y	600	3,818	1	
Pittsburgh WAMO	Fortoe	250w	860	I			10	10	90	50	1	75	12	B	5			25	5	70	Y	200	4,600			
SOUTH CAROLINA																										
Bennettsville WBSC	Indie Sales, Inc.	10kw	1550	N	Atlantic Coast Life Insurance Co.	10	10	126	122	5	90	10	10						15	5	95	N	125	600	80	
Charleston WPAL	Walker Rawalt: Dora-Clayton	1kw	730	I	Spiegel Bestg Corp.	11	10	D	100	42	7	46						5	90	25	8	67	Y			
Columbia WCOS	H.R. Central South Carolina Radio Network	250w	1400	I			19	10	131	25	5	100														
Columbia WOIC	Rawalt	5kw	1470	I	Speidel-Fisher Bestg Corp.	4	4	94	92	5	78	8	5	4	1	3		90	16	12	72	Y	325			
Greenville WESE	Rambeau, Vance, Hopple; Clarke Brown (Southeast)	5kw	660	I			11	11	98	15.5	1							10		5	10	B5	Y	201	45	
Mullins WEAB	250w	800	N	Greer Bestg Co.	10	10	D	50	5	10	20	50	10					5	20	80	N	13	1,200	40		
Orangeburg WTND	Thomas F. Clark, Inc.: KB5	1kw	920	I			9	7	80	12	60	40						25	N	60	2,000	50				
Rock Hill WTYC	South Eastern Key Market	1kw	1150	I			9	5	84	7	5	60	10	30				3	10	15	75	Y	100	30		
Union WBCU	Harry J. Cannon; KB5	1kw	1460	I			10	5	12	9	5	60	30	10				33.3	100	N	12	1,500	30			
TENNESSEE																		100	15	70	Y	55	2,300	1		
Chatanooga WAFS	John E. Pearson	1kw	1260	I			7	7	91	100	5															
Clarksville WJZM	Jack Masia & Co.: KB5	250w	1400	N			17	10	120	18	1	75	15					10	10	30	70	Y	9	3,000	35	
Columbia WKRM	Walker Rawalt: KB5	250w	1340	I			12	12	120	10	*	*								Y	17	2,000				
Memphis WDIA	John E. Pearson Co.	50kw	1070	I			11	9.5	140	100	5	48	39	B	2			3	5	60	10	30	Y	1,237	1,792	
Millington WHFY	Hil F. Best Co.: KB5	250w	1220	I			6	6	86	26	1	84	14	1				1	30	2	98	Y	210	2,500		

(a) Network. (b) Independent. (c) No. of stations has presented Negro appeal programming. (d) Daytime only (1) weekly hrs. devoted to Negro appeal programming. (e) Indicates whether hrs. of Negro programming has increased. (f) Increased or remained same since last year. (g) % of total business from Negro-targeted advertisers. (h) % of Negro-directed business from National, Regional, Local advertisers. (i) Yields: stations provide merchandising support to clients at no extra charge; (N) don't provide such support. (j) Station did not supply percentage of breakdown by market. (k) % of average family Negro income in market. (l) % of Negro workers employed on farms in market.

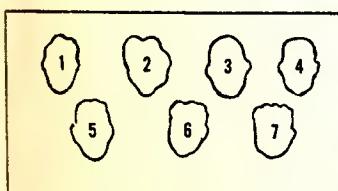
NO ET'S PLEASE!



. . . of course we'll accept your ET's—but the way our men and women sell you're far better off sending us a fact sheet. At **WHAT** you are never lost in the shuffle—your commercial always gets "personalized sell" from every dynamic member of our team. Our job is to sell your product—not merely advertise it.

That is our only purpose . . . we accept the responsibility. Our potency for you in America's third largest negro market—600,000—is further enhanced by . . .

1. Average actual delivered cost-per-thousand listeners—less than 25c for typical ROS advertisers!
C/P/M figures based on latest Pulse reports not projected beyond Pulse reporting area.
2. Comprehensive "custom-designed" in-store merchandising plans.
3. Total adult programming 24 hours a day. Let us go to work for you



1. BILL CURTIS
6 to 10 AM & 5 to 7 PM
2. LOUISE WILLIAMS—Gospel Train
Sunday 6 AM to 12 Noon
3. MARK HYMAN—News Analyst
5 shows daily
4. "BONNIE PRINCE" Charlie Geter
Sunday 12 Noon to 6 PM
5. EMORY SAUNERS
9 PM to 1 AM
6. PORTIA PERRY
10 AM to 12 Noon & 8 to 9 PM
7. LLOYD "FATMAN" SMITH
12 Noon to 5 PM

WHAT
AM FM
PHILADELPHIA 31, PENNSYLVANIA

Call STARS NATIONAL INC. New York, Plaza 8-0555 • Chicago • Dallas • Los Angeles • San Francisco

State and City	Call Letters	Rep Network	Power	Net or Ind. (1)	Group-owned	Yrs. on Air (1)	Hrs. per Wk. (1)	Change in Negro Program Hrs. (1)	Negro Program Breakdown (in %)			Source of Business (1)	Merch. L.	Negro Pop. (1)	Avg Negro Family Income (1)							
									% Hours on Negro Program (1)	Other Music	Religious											
TEXAS																						
Austin	KVET	Forbes & Co.	1kw	1300 N	12	12	129	5	5	80	20	5	14	24	62	Y	40	\$2,600				
Beaumont	K-JET	Forbes & Co.	1kw	1380 I	10	4	90	100	5	45	5	2	3	100	20	60	Y	80	3,500			
	KRIC	Branham Company	250w	1450 I	20	15	124	24	1	100	15	20	80	Y	80							
Canter	KAOC	Hill F. Best	500w	900 I	Montgomery County Bosig Co. Inc.		7.5	7.5	D	11	5	5	15	100	N	1,500	25					
Fort Worth	KNOK	Stars National, Inc.	1kw	970 I	Kruege Group		12	8	103	100	5	55	10	100	30	40	Y	315	2,614			
Galveston	KGBC	John E. Pearson Co.	1kw	1540 I	Galveston Bestg Co.		11	11	123	19	5	80	10	5	5	18	23	49	Y	31	10	
Greenville	KGYL	John E. Pearson Co.; KBS	250w	1400 I	11	11	126	10	5	50	50	5	5	30	30	40	Y	51	60			
Houston	KCOTT	John E. Pearson Co.	1kw	1430 I	10	5	100	100	5	50	40	10	100	15	10	75	Y	225	4,000			
Lubbock	KSEL	Clyde Melville; Rambeau; Vance Hopple, Inc.	1kw	950 N	Lubbock Bestg Co.		11	1	131	9	5	*	*	*	1	100	Y	60	75			
Marshall	KMHT	Clyde Melville; Sears & Ayer; KBS; Texas State Net	250w	1450 I	11	11	119	20	I	75	15	5	5	15	5	95	Y	60	1,654			
Midland	KTBC	KBS	1kw	1150 I	8	8	D	40	S	5	5	*	*	40	40	Y						
Nacogdoches	KSFA	Bob Dore	1kw	860 I	11	11	D	12.2	5	*	*	*	*	*	N							
Pasadena	KLYL	National Times Sales	1kw	1480 N	8.5	8.5	126	20	5	50	12	33	15	100	N	350						
Taylor	KTAE	KBS	1kw	1260 I	10	8	84	D	*	*	*	*	*	*	Y	75	2,600					
Texarkana	KTFS	Walker Rawalt	250w	1400 I	10	8	119	25	I	40	20	40	10	15	85	Y	75	35				
Tyler	KDOK	Devney, Inc.	1kw	1330 I	2.5	2.5	84	50	S	*	*	*	2	100	N	18						
VIRGINIA																						
Danville	WDVA	Robert S. Keeler, Inc.; Key Stone Tobacco	5kw	1250 N	11	11	131	10	5	50	10	30	5	5	10	5	90	Y	90	50		
Harrisonburg	WSVA	Peters, Griffin, Woodward	5kw	550 N	23	4	138	1	5	*	*	*	*	*	Y							
Norfolk	WRAP	Rollins Broadcasting, Inc.	5kw	850 I	Rollins Bestg Inc.		7	7	126	100	*	*	*	*	Y	330						
Petersburg	WSSV	Gill-Perna, Inc.	250w	1240 N	10	10	123	10	I	75	25	*	*	20	50	Y	55					
Richmond	WANT	United Bestg Co.; Dor- Clayton; Harlan Oakes	1kw	990 I	United Bestg Co.		7	7	104	100	S	51	70	12	2	15	100	45	50	Y	277	6,703
Raanoke	WROV	Burn Smith	250w	1240 N	13	5	168	20	S	99	1	*	*	*	10	5	90	Y	15			
WASHINGTON																						
Seattle	KTVV	Don Pickins Co.	1kw	1250 I	39	10	4	3	S	40	60	100	10	10	80	Y	1	100	N	25		
WEST VIRGINIA																						
Welch	WEWC	Joseph H. McCulliva	1kw	1150 I	8	8	3	3	S	5	*	1	50	50	N							

(a) Network. (1) Independent. (b) No. of yrs. station has presented Negro appeal programming. (c) Indicates whether hrs. of Negro programming has (1) increased, (D) decreased or remained (S) same since last year. (f) % of total business from Negro appeal advertisers. (g) % of Negro-directed business from (S) national, (f) regional, (l) local advertisers. (h) Yee: stations provide merchandising support to clients at no extra charge; (N): don't provide such support. (i) Station estimate of Negro population in market. *Station did not supply percentage of breakdown but programs in categories so marked.

NEGRO STATION PROGRAMMING*

**100% Negro-appeal
programming**

CITY	CALL LETTERS	CITY	CALL LETTERS
Tampa	WTTR	Inkster	
Tampa	WTMP		WCHB

ALABAMA

CITY	CALL LETTERS
Birmingham	WENN
Birmingham	WILD
Montgomery	WRMA
Tuscaloosa	WRBS

GEORGIA

Atlanta	WAOK
Columbus	WCLS

MISSISSIPPI

MISSOURI

Kansas City	KPRS
St. Louis	KATZ
St. Louis	KXLW

ARKANSAS

Little Rock	KOKY

KENTUCKY

Louisville	WLLO

NEW JERSEY

Newark	WNJR

CALIFORNIA

Los Angeles	KGFJ
San Francisco	KSAN

LOUISIANA

Baton Rouge	WXOK
New Orleans	WYLD

NORTH CAROLINA

Durham	WSRC
Winston-Salem	WAAC

FLORIDA

Miami	WFEC
Miami Beach	WMBM
Pensacola	WBOP

MARYLAND

Baltimore	WSID
Baltimore	WEBB

OHIO

Cincinnati	WCIN

A cross section of Negro radio stations, this list comprises those stations which answered SPONSOR's questionnaire, sent to 750-old outlets listed in SPONSOR's 1957 Buyers' Guide and other sources.

1000 WATTS

CLEAR CHANNEL
1580 KC

**ALL COLUMBUS, GEORGIA
IS PROUD OF**

WCLS

ONE OF THE NATION'S HIGHEST RATED NEGRO STATIONS WITH AN AVERAGE PULSE WEEKLY NEGRO AUDIENCE OF AN ASTOUNDING

51%*

Yes, PULSE proves you'll get the audience, and you'll get exclusive all-Negro programming from the only 100% all-Negro programmed station in the area with all Negro announcers!

. . . and WCLS completely covers this highly valuable Columbus Negro market . . . the Nation's 9th heaviest major Negro concentration with an official

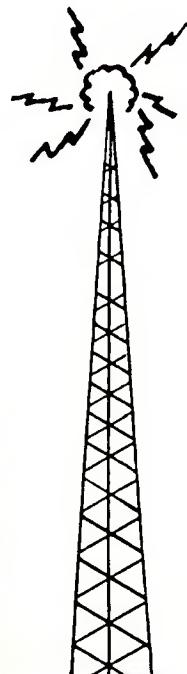
35.4% NEGRO
(Sponsor Publications, Sept. 1956)

Find out for yourself why WCLS has obtained such great acceptance from both national and local advertisers from:

Southeast: Dura-Clayton Agency—Atlanta

National: Walker-Rawalt Company—New York, Chicago, Boston, Los Angeles, San Francisco

* (Negro Pulse, 1957)



PENNSYLVANIA	CALL LETTERS
Philadelphia	WDAS
Philadelphia	WHAT

SOUTH CAROLINA	CITY	CALL LETTERS
Charleston	WPAL	Birmingham

TENNESSEE	CITY	CALL LETTERS
Chattanooga	WMES	Oakland
Memphis	WDIA	Pasadena

VIRGINIA	CITY	CALL LETTERS
Norfolk	WRAP	FLORIDA
Richmond	WANT	Jacksonville

LISTENER LOYALTY plus
INTENSIVE COVERAGE equals

SALES POWER

In the section of South Carolina with heaviest Negro population only 2 stations can claim their loyalty!

In central South Corolina where Negro population is 46.5%, WOIC programs exclusively to the 384,973 Negroes.

In the coastal area where the percentage is 56.5, WPAL broadcasts the music and features best liked by their 414,314 Negro listeners.

Proof of listener loyalty can be found in any survey of this area . . . WOIC and WPAL consistently get high ratings. For full sales power in this vast market you need the 2 Negro stations, WOIC and WPAL. Buy both get 5% discount.



National Representative: Walker Representation Co., Inc.
Southeastern Representative: Dora-Clayton Agency

50-99% Negro-appeal programming

ALABAMA	CITY	CALL LETTERS
Birmingham	WEDR	

CALIFORNIA	CITY	CALL LETTERS
Oakland	KWBR	
Pasadena	KALI	

FLORIDA

ILLINOIS	CITY	CALL LETTERS
Chicago		WGES
Detroit		WJLB

MICHIGAN

MISSISSIPPI	CITY	CALL LETTERS
Columbus		WACR
Meridian		WFQC

NEW JERSEY	CITY	CALL LETTERS
Newark		WHBI

NEW YORK	CITY	CALL LETTERS
New York		WLIB
New York		WQOV

NORTH CAROLINA	CITY	CALL LETTERS
Charlotte		WGIV

OHIO	CITY	CALL LETTERS
Cleveland		WJMO

PENNSYLVANIA	CITY	CALL LETTERS
Pittsburgh		WAMO

SOUTH CAROLINA	CITY	CALL LETTERS
Columbia		WOIC
Greer		WEAB

TEXAS	CITY	CALL LETTERS
Tyler		KDOK

WOIC
Columbia, S. C.
1470 KC 5000 W

WPAL
Charleston, S. C.
730 KC 1000 W

Less than 50%
Negro-appeal
programming

ALABAMA	CITY	CALL LETTERS
Auburn		WAU
Decatur		WHO

CITY	CALL LETTERS
Decatur	WMSL
Dothan	WOOF
Florence	WOWL
Greenville	WGIV
Marion	WJAM
Sylacauga	WMLS

ARKANSAS

Helena	KFFA
Hot Springs	KBLO
Magnolia	KVMA

CALIFORNIA

Burbank	KBLA
Los Angeles	KPOP
San Rafael	KTIM

DELAWARE

Wilmington	WILM
------------	------

FLORIDA

Fort Pierce	WIRA
Jacksonville	WRHC
Sanford	WTRR

GEORGIA

Americus	WDEC
Baxley	WHAB
Fitzgerald	WBHB
Fort Valley	WFPM
Gainesville	WDUN
Griffin	WHE
Hawkinsville	WCEII
La Grange	WLAG
La Grange	WTRP
Madison	WYTH
Valdosta	WGOV
Waycross	WACL

ILLINOIS

Chicago	WAFF
Chicago	WOPA
Chicago	WSBC

INDIANA

Gary	WGRY
Gary	WWCA
Hammond	WJOB
Indianapolis	WGEE

IOWA

Des Moines	KWDM
------------	------

KENTUCKY

CITY	CALL LETTERS
Hopkinsville	WKOA
Pineville	WMLF

LOUISIANA

Bogalusa	WIKC
Ferriday	KENV
Monroe	KLIC
Natchitoches	KNOC
New Orleans	WBOK
Ruston	KRUS

MARYLAND

Baltimore	WITH
Bethesda	WUST

MICHIGAN

Flint	WBBC
Flint	WMRP
Saginaw	WSGW

MISSISSIPPI

Clarksdale	WROX
Corinth	WCMA
Greenville	WGUM
Grenada	WNAG
Hazlehurst	WMDC
Houston	WCPC
Oxford	WSUH
Philadelphia	WHOC
Picayune	WRJW
Starkville	WSSO
West Point	WROB

MISSOURI

St. Louis	KSTL
-----------	------

NEW MEXICO

Hobbs	KWEW
-------	------

NEW YORK

New York	WWRL
----------	------

NORTH CAROLINA

Burlington	WBBB
Dunn	WCKB
Fayetteville	WFAI
Goldsboro	WFMC
Henderson	WHVH
High Point	WHPE
Kinston	WELS
Kinston	WFTC
Laurinburg	WEWD

14 Years Negro Programming

Has Meant Continuous Schedules From These Leading Advertisers:

W
Quality Stores
12 Years

J
Epp's Jewelry
12 Years

L
National Clothing
10 Years

L
Jefferson Home Furniture
7 Years

D
New York Clothing Co.
10 Years

Birmingham
Hill Grocery
7 Years

100% NEGRO PROGRAMMING HAS MEANT

1st Place { Morning
Noon
Night
Pulse 1957 & 1958
1st IN RESULTS, TOO!

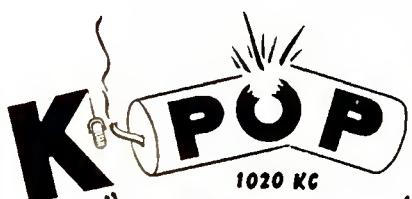
(That's why national business has increased over 400% in the last three years.)

FONE FOR JOE

HUNTER HANCOCK

THE
NEGRO
LISTENING
HABIT
IN
**SOUTHERN
CALIFORNIA**

**No. 1
RATING***
FOR
**6
YEARS**



THE POPULAR STATION

5,000 w.

LOS ANGELES

BROADCAST TIME SALES

N.Y.—Chicago—Detroit—
San Francisco

DORA-CLAYTON

Atlanta

*PULSE

CITY	CALL LETTERS
Leaksville	WFLO
New Bern	WHIT
Raleigh	WRAL
Southern Pines	WEEB
Tyron	WTYN
Wilson	WGTM
Wilson	WWOT
OHIO	
Columbus	WVKO
Dayton	WAIV
Springfield	WIZE
Toledo	WTOD
OKLAHOMA	
Muskogee	KMUS
Oklmulgee	KHBC
PENNSYLVANIA	
Johnstown	WARD
McKeesport	WMCK
SOUTH CAROLINA	
Columbia	WCOS
Greenville	WESE
Mullins	WJAY
Orangeburg	WTND
Rock Hill	WTYC
Union	WBCU
TENNESSEE	
Clarksville	WJZM
Columbia	WKRM
TEXAS	
Austin	KVET
Beaumont	KRIC
Conroe	KMCO
Lubbock	KSEL
Marshall	KMHT
Midland	KJBC
Nacogdoches	KSFA
Pasadena-Houston	KLVL
Texarkana	KTFS
VIRGINIA	
Danville	WDVA
Harrisonburg	WSVA
Petersburg	WSSF
Roanoke	WROW
WASHINGTON	
Seattle	KTFF
WEST VIRGINIA	
Welch	WEWC

Hitch Your **SALES**
to the



**STAR
GROUP**

and make your
own success story in these
markets!!

★ W BOP 980 KC
500 WATTS

(1,000 watt application pending)
PENSACOLA, FLORIDA

The only All-Negro Programmed Station
Covering the Rich \$347 Million Northwest
Florida Market!

Phone HEmlock 8-7543
BRUCE GRESHAM, Mgr.

★ W RBS* 790 KC
500 WATTS

TUSCALOOSA, ALABAMA

Phone PLaza 2-4581
JAY GILBERT, Manager

*Subject to FCC approval

FIRST—

Central Savannah River Area — Negro Programming—Successfully Past 6 Years.

ONLY Station — C.J.R.A.
with 2 Full Time Negro
Personalities.

\$398,706,000 Negro Retail
Sales. 123,088 Negro Homes.

(Source—SRDS consumer service 1958
—Retma 1958 Fisk Univ. Research center 1958)

CONTACT OUR
REPRESENTATIVES FOR
COMPLETE INFORMATION



1000 on 1050 9000 on 105.7

Main Studios—Bon Air Hotel
Augusta, Ga.
Rambeau, Vance, Hopple Inc.
New York City, Nut'l Rep.
Clarke Brown Co. Inc.
Atlanta, Ga., Southern Rep.

What product brands are preferred by Negroes?

Brand leaders in 31 different product categories as reported for Negro families in five major metropolitan areas (see text at bottom of chart)

Product	New York	Chicago	St. Louis	Norfolk	Indianapolis
Aspirin	Bayer	Bayer	Anacin/Bufferin	Bayer	Bufferin
Beer	Ballantine	Budweiser	Stag	Budweiser	Wiedemann's
Breakfast food (cold)	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes
Breakfast food (cooked)	Quaker hominy grits	Quaker Oats	Quaker Oats	Mother's Oats	Quaker Oats
Cigarettes—men	Camels	Pall Mall	Pall Mall	Camels	Camels/Pall Mall
Cigarettes—women	Viceroy/Winston	Viceroy	Pall Mall	Viceroy	Pall Mall
Instant coffee	Maxwell House	Maxwell House	Maxwell House	Maxwell House	Maxwell House
Coffee—regular	Maxwell House	Maxwell House	Old Judge	Maxwell House	Maxwell House
Deodorant—household	Air-Wick	Air-Wick	Air-Wick	Air-Wick	Air-Wick
Deodorant—underarm	Arrid	Arrid	Avon	Mum	Avon
Dog food—prepared	Ken-L-Ration	Rival	Strongheart	Ken-L-Ration	Rival
Hair preparations	Apex	Hair Rep	Hair Rep	Royal Crown	Vaseline
Hand lotion	Avon	Avon	Jergen's	Jergen's	Jergen's
Lipstick	Avon	Avon	Avon	Avon	Avon
Mixes—prepared cake	Pillsbury	Pillsbury	Betty Crocker	Pillsbury	Pillshury
Orange juice—fresh frozen	Minute Maid	Snow Crop	Snow Crop	Minute Maid	Birds Eye
Peanut butter	Skippy	Skippy	Skippy	Skippy	Peter Pan
Remedies—cold relief	4-Way cold tablets	Bromo Quinine & 4-Way cold tab.	4-Way	4-Way	4-Way
Scouring cleanser	Ajax	Ajax	Ajax	Ajax	Ajax
Shampoos—liquid	Coconut Oil	Coconut Oil	Coconut Oil	Avon	Halo
Shortening	Crisco	Crisco	Crisco	Crisco	Crisco
Soap—laundry	Tide	Tide	Tide	Fab	Tide
Soap—toilet	Ivory	Ivory	Ivory	Ivory	Dove
Soft drinks**	Coca Cola	Pepsi Cola	Coca Cola	Coca Cola	Coca Cola
Tea	Lipton	Lipton	Lipton	Lipton	Lipton
Tissue—facial, cleansing	Kleenex	Kleenex	Kleenex	Kleenex	Kleenex
Tonics and proprietaries	Black Draught	Scott's Emulsion	Black Draught	Black Draught	Father John's
Tooth paste	Colgate	Colgate	Colgate	Colgate	Colgate
Vegetables, fruits—fresh frozen	Birds Eye	Birds Eye	Birds Eye	Birds Eye	Birds Eye
Wax—liquid	Beacon	Johnson's	Johnson's	Aerowax	Johnson's
Wine	Manischewitz	Mogen David	Mogen David	Manischewitz	Mogen David

*/ denotes tie between two products.

**Soft drinks listed according to the number of first mentions

Rollins Broadcasting, Inc., Wilmington, Del., has prepared "A New Market," a booklet summarizing the buying habits of Negro consumers surveyed in the group's five major markets where it operates Negro-appeal radio stations. Rollins estimates Negroes in these areas total almost three and one-half million with an annual estimated buying power of more than \$5 billion.

WCHB

Established 1955

Independent Negro

Bell Broadcasting Company, 32790 Henry Russ Rd., Inkster, Mich. Crestwood 8-1440.

PERSONNEL

President—Dr. Hazy Bell,
 Vice-Pres. & Sec'y—Dr. Wendell F. Cox.
 General Manager—Frank M. Seymour
 Program Director—George E. White.

REPRESENTATIVES

Bob Dore Associates.
 Dora-Clyton Agency (South)

FACILITIES

1,000 w.; 1340 kc. days. Directional.
 Operating schedule: 6:00 a.m. to local sunset. EST.
 Transmitter: Inkster, Mich.

AGENCY COMMISSION

15% on net time only; no cash discount. Bills payable when rendered. Talent and remote charges billed separately. Short rate billing if frequency is not carried.

GENERAL

Accepts AAAA copyrighted contract.
 Rates include music copyright fees.
 BMI, ASCAP and SESAC licenses.

TIME RATES

Rates effective August 10, 1958.

Rates received August 4, 1958.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	200.00	120.00	80.00	40.00	20.00
13 times	202.50	123.50	81.50	40.50	19.00
26 times	205.00	127.00	84.00	42.00	18.00
52 times	217.50	136.50	91.00	45.50	17.00
104 times	217.00	136.00	88.00	43.00	16.00
156 times	216.50	135.50	87.00	42.50	15.00
260 times	215.00	135.00	86.00	41.00	14.00
312 times	214.50	134.50	85.00	40.50	13.00
520 times	213.00	134.00	84.00	40.00	12.00

ANNOUNCEMENT PACKAGES

Minimum 4-week contract. Per week

5 one-minute announcements	... \$ 65.00
10 one-minute announcements	... 110.00
15 one-minute announcements	... 150.00
20 one-minute announcements	... 180.00

Package announcements are flat weekly rates, not combinable with other announcement schedules to earn discounts.

SPECIAL FEATURES

Entire schedule programmed to Negro market.
 News Service—AP and a full-time local Negro news department.
 Time Signals and Weather Reports—rates on request.
 Copy must be submitted 48 hours in advance.
 Library Service—Thesaurus.

1000
WATTS**WCHB**1440
KC

National Representatives

Bob Dore Associates
 Dora-Clyton

NATIONAL ADVERTISERS

These are the leading national advertisers buying Negro appeal radio, according to questionnaires received from stations listed in the Negro station profile section of this issue.

Stations were asked to list their 10 top national advertisers in terms of dollar billing. Names are grouped alphabetically below, except that, for each letter, the advertisers are listed according to the number of times they were mentioned.

Among the top names are Budweiser, B C Headache Remedy, Carnation, Coca-Cola, Camel, Lucky Strike, Pet, Sulfur-S, Wrigley's, SSS Tonic, Sinclair Refining, Wonder Bread, Vaseline

A

Artra Skin Cream, 6
 American Tobacco Company, 5
 American Snuff, 3
 Aunt Jemima, 3
 American Molasses, 2
 Arrid, 2
 A & P Supermarket Brands, 1
 American Ace Tea & Coffee, 1
 Anheuser Busch, 1
 Armour Star Lard, 1
 Askins, 1
 Associated Seepian, 1

B

Budweiser Beer, 15
 B C Headache Remedy, 14
 Black Draught, 10
 Black & White Dintment, 3
 Bromo Quinine, 3
 Blistosol, 2
 Borden's, 2
 Brer Rabbit, 2
 Bruton's Snuff, 2
 Berjons, 1
 Best Foods, 1
 Black Label, 1
 Blatz Beer, 1
 Blue Ribbon, 1
 Breast o' Chicken, 1
 Bris ol Myers, 1
 Brown Halcy Candy, 1
 Brick Automobile, 1
 Burger & Sterling Beer, 1
 Burgermeister Beer, 1

C

Carnation Milk, 20
 Camel Cigarettes, 10
 Coca-Cola, 9
 Cardvl Tonic, 4
 Carling Ale, 4
 Cremonisation, 3
 Chesebrough Mfg. Company, 2
 Cheshire-Ponds, 2
 C. V. Beer, 1
 Canada Dry Ginger Ale, 1
 Cameo Starch, 1
 Carolina Rice, 1
 Champale, 1
 Chevrolet, 1
 Chicago 7-Up Bottling Company, 1
 Clabber Girl Baking Powder, 1
 Cirox, 1
 Coleman's Heaters, 1
 Colgate-Palmolive, 1
 Columbia Pictures, 1
 Continental Baking Company, 1
 Cock Chemical Company, 1
 Copoland Real Kill, 1
 Cudahy Packing Company, 1
 Curtis Candy, 1

D

Dixie Peach, 3
 Dads Root Beer, 1
 D-Con-Cordon, 1
 DeKalb Chicks, 1
 Dental Snuff, 1

E

Esso Flint, 1
 Esso Refining, 1
 Ex Lax, 1

F

Falstaff Beer, 5
 Falls City Beer, 2
 Feenamint, 1
 Flit, 1
 Folgers Coffee, 1
 Ford, 1
 Frigidaire, 1
 Full o' Pep Feed, 1

G

Gallo Wines, 2
 Goodyear Tire Company, 2
 Gibson Wine, 1
 Glister Flour, 1
 Grandma's Molasses, 1
 Gulf Oil, 1
 Gully Gasoline, 1
 Gunther Beer, 1

H

Hit Parade, 2
 Honey Bee Snuff, 4
 Hot Shot, 2
 Hamm's Beer, 1
 Helme, George Company, 1
 Hormel, George A., 1
 Hoyt Sullivan, 1
 Hunter Fans, 1

I

Italian Swiss Colony Wine, 3
 Interstate Bakeries, 1

J

Jet Dog Food, 1
 Jones Pure Pork Sausage, 1

K

Krey Packing Company, 2
 Karl's Shoes, 1
 Kent Cigarettes, 1
 Kool-Aid, 1
 Kroger Company, 1

L

Lucky Strike Cigarettes, 10
 Long-Aid, 9
 Lydia Pinkham, 4
 Liggett & Myers, 2
 Luzianne Coffee, 2
 Lever Bros., 1
 Lipton Tea, 1
 Lucky Tiger Hair Oil, 1

M

Maxwell House Coffee, 3
 Manischewitz Wine, 2
 Miller's High Life Beer, 2
 Madera Wine, 1
 Manchester Shoes, 1
 Mayer, Oscar Company, 1
 Morck & Company, 1
 Mohawk Rubber, 1
 Mum Deodorant, 1
 Mundo, 1

N

Nadinola, 4
Nescafo, 1
Newport Cigarettes, 1
Norge Appliances, 1

O

Ortel's Brewing, 1

P

Pet Milk, 20
Pepsi-Cola, 7
Pabst Brewing Company, 1
Pall Mall, 1
Palmer's Skin Success, 1
Parker House Sausage Company, 1
Pepto Con., 1
Petri Wine, 1
Pharmaco, Inc., 1
Phileo Appliances, 1
Pierce's Remedies, 1
Picada, 1
Pontiac-Cadillac, 1
Prep Honey Bee Snuff, 1
Prince Albert, 1
Purina, 1

Q

Quaker Oats, 1

R

R. C. Hair Dressing, 11
Reynolds, R. J., 8
R. C. Cola, 3
Rheingold Beer, 2
Rem, 2
Rins Blue, 2
Ruskin, John Cigars, 2
Resinol, 1
Robin Hood Flour, 1
Roma Wines, 1
Ronco Spaghetti, 1
Royal Jelly, 1

S

Sulfur-8, 14
S S S Tonic, 10
Sinclair Refining Company, 8
Schlitz Beer, 7
666 Cough Syrup, 4
Stanback Headache Remedy, 4
Scott's Emulsion, 3
Sealtest, 2
Seven-Up, 2
666 Cold Tablets, 2
Schaefer Beer, 1
Sealy Mattress, 1
Self Rising Flour, 1
Sepian Products, 1
Silver Satin Wine, 1
Soltice, 1
Southern Bread, 1
Stag Beer, 1
Stay Glow, 1
Stein's, 1
Strickland, J., 1
Stroh's Beer, 1
Sunoco, 1
Super Suds, 1
Swamp Root, 1

T

Tube Rose Snuff, 11
Texaco, 6
Tetley Tea, 2
Thom McAn Shoes, 2
Thunderbird Wine, 1
Tip Top Bread, 1
Tony Aid, 1

U

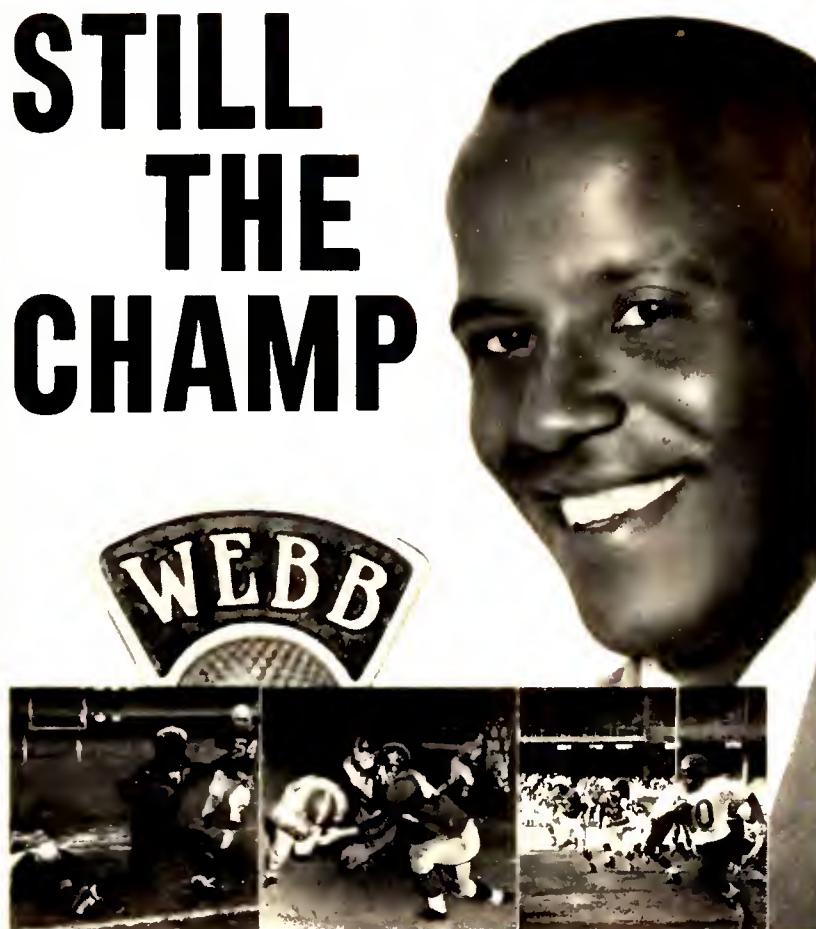
United Fruit, 1

V

Vaseline Hair Tonic, 6
Viceroy, 1
Vitalis, 1

W

Wrigley's Gum, 19
Wonder Bread, 8
Winston Cigarettes, 2
Warner Bros. Pictures, 1
Whirlpool Appliances, 1



IN BALTIMORE... LET PRO STAR **BUDDY YOUNG** "CARRY THE BALL" FOR YOU

Collegiate gridiron standout . . . triple-threat scatback in the pro ranks . . . and now, one of Baltimore's most popular "chatters" and platter spinners—that's Buddy Young! His lively commentary on the world at large . . . and his astute appraisal of things musical have won for him (and his sponsors) a host of loyal listeners! On or off the football field, Buddy Young is a real champ!
EXCLUSIVE WITH WEBB • BALTIMORE'S NO. 1 NEGRO PROGRAMMED STATION!

See 1957 issue of Negro Pulse

**BUDDY'S RACKING UP
SALES FOR THESE
AND OTHER STEADY
WEBB SPONSORS!**

- Ballantine Beer
- Good Year
- Lotta Cola
- Carling's Beer
- Sinclair
- Wrigley's

... AND, HE
CAN DO THE
SAME FOR YOU!

WEBB

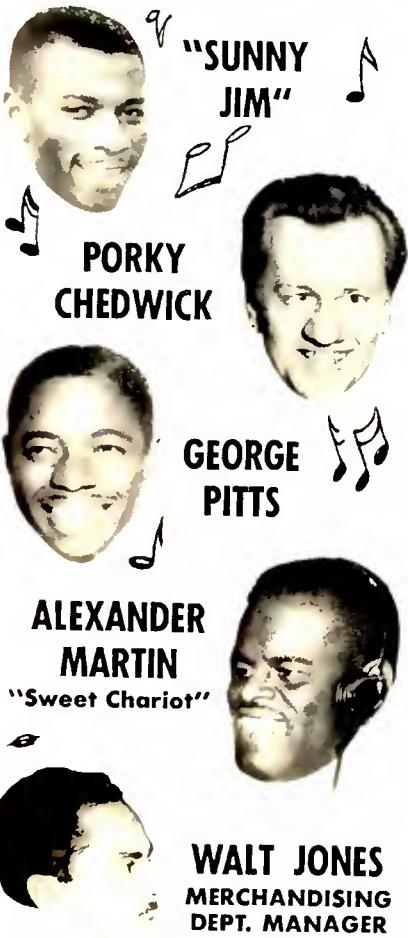
5000 WATTS

ASK STARS-NATIONAL FOR FACTS!

ONLY STATION PROGRAMMING TO PITTSBURGH'S

250,000 HIGH INCOME
POPULATION NEGRO MARKET

WAMO PITTSBURGH, PA.



WAMO
PITTSBURGH 860 KC
FORJOE—NAT'L. REP.

NEGRO MARKET

(Cont'd from page 5)

number of these, the Negro is arriving at the rate of more than 1,000 per month. The figure for Chicago alone is estimated at 2,000 per month.

A Newsweek magazine survey late last year of eight northern cities (including Baltimore and Washington) put the total Negro population there at 3.7 million and estimated that by 1967 the figure will be 5 million. Even assuming the Negro population will continue its present rate of rise, this would mean that fully 23% of all Negroes would be found in these eight cities.

Last year's special census for New York City counted 948,000 within the city limits, more than double the 1940 figure. WOV, New York, estimates that 25% of the Negro population in the New York metropolitan area live outside New York City and the adjacent New Jersey metropolis of Newark and Jersey City. The station puts the metro Negro population at about 1.5 million.

The Newsweek study found big increases in the other seven cities, too. During the 1940-57 period, Chicago's Negro population went up from 277 to 633 thousand, Los Angeles from 63 to 254 thousand (with an estimated 800 thousand by 1967), Philadelphia from 250 to 462 thousand, Detroit from 149 to 475 thousand, Baltimore from 165 to 280 thousand, Washington from 182 to 375 thousand and St. Louis from 108 to 225 thousand.

In moving into his new urban home, the Negro tends to congregate with his own kind for reasons that are too obvious to need spelling out. The result is that most Negroes can be found in racial pockets in the central city zone. Despite his growing wealth, the Negro has not been welcomed in the suburbs. Christian points out that of all the new homes built between 1935 and 1950 only 1% have been purchased by Negroes.

There are straws in the wind, however, indicating this is beginning to change. Speaking of a Negro area that has become almost a byword in the language, WOV says in a market presentation: "With rapidly improving economic status, Negroes are moving out of Harlem . . . (which) has shown no perceptible (population) increase in the last five years, new Negro residents from the south keeping pace with the exodus. Today the upper economic groups are found in Westchester, St.

Albans (Queens) and upper Washington Heights. New housing projects have mushroomed in Hempstead, Freeport, Wyandanch and Amityville in (suburban) Nassau and Suffolk counties."

KWBR, Oakland, speaking of the San Francisco area, says, "This market differs from many in the east. Population areas extend from Vallejo to the north, to San Jose in the south, Oakland, east and San Francisco, west. It is not concentrated in one area within a city, but it numbers over thirteen areas and seven San Francisco Bay counties."

Another factor of marketing importance is the increasing educational opportunities of the Negro. The difference between the younger and older generations in educational attainments is strikingly delineated in 1952 Census Bureau figures. These showed that, while a third of Negroes 65 and over were illiterate, the figure for those in the 14-24 age group was less than 4%. A startling fact pointed out by Fortune is that there are more college-educated Negroes in the U. S. than there are Britons in the United Kingdom. And this despite the fact that there are three times as many Britons. A recent comparison of white and non-white families disclosed that, while there were no adults with some college education in 86% of non-white families, the corresponding figure for white families—72.8—was not much less.

Negro enrollment in colleges is increasing six times as fast as white and the number of Negro students in college was up from 27,000 in 1930 to nearly 200,000 last year. The Negro is joining in the general trend toward more schooling among all Americans. Between 1940 and 1957 the median years of schooling for non-whites increased two years, only slightly less than for whites.

On the other hand, there are still many Negroes who do not have the minimum amount of schooling required to take advantage of the increasing economic opportunities being offered. One of two Negroes over 25 has had less than eight years of schooling compared to one out of five whites. Only about 18% of the Negroes have completed four years of high school and less than 3% have finished four years of college.

The changing picture of Negro schooling will inevitably result in taste

for new or different kinds of products. But the important thing is that the Negro is a market for most types of products right now.

With the Negro able to afford more, the inevitable question about his credit standing has come up. There are some obvious facts right on the surface to dispel any rash generalizations that the Negro is a poor risk. Take the purchase of houses and automobiles, which involve the greatest outlays of credit. About half of all Negroes own autos (three out of four white families do) and about one out of three own their own home (about six out of 10 white families do). In some areas, home ownership is substantially higher. Negro consultant Les Bailey estimates that 45% of Negro families in the growing Los Angeles area are home owners. Furthermore, Negro home ownership is increasing at a much faster rate than whites. It has become clear, therefore, that Negro credit is no problem where the Negro has the money.

The answer to questions on Negro credit can be summed up by a statement made by William Vogt, commercial manager of WDAS, Philadelphia, following a station study of the subject. He said: "The Negro is no better and no worse a credit risk than anyone else in his income bracket."

While credit men are a reticent crew, the station managed to elicit a few on-the-record comments in surveying the field. One was from Charles Dicken, secretary of the Philadelphia Charge-A-Plate Assn. Dicken declared: "We keep no record of race, but after some years as a credit official, I believe I can say positively that the Negro is as good a credit risk as his income allows him to be. In analyzing any credit figures, you must first divide them into income groups. Having done this, I am certain you will find that, say, in the \$6,000-a-year group the Negro is exactly as good or bad a credit risk as his white counterpart. This ratio will be maintained up and down the income ladder."

Naturally, in dealing with low income groups, credit must be advanced with care. The owner of a small furniture store servicing one of Philadelphia's Negro areas told WDAS he avoids too many delinquent accounts by scaling payments according to income.

"Instead of monthly payments of \$15," he said, "I must charge \$10 or even \$8. In some cases it is more suc-

cessful to require weekly payments since in lower income brackets it is easier to spare \$1 or a \$1.50 a week than it is to put together \$8 or \$10 at the end of the month. I have no more delinquent accounts than colleagues of mine doing business in totally white areas."

As the attention to the Negro market increases, so does the demand for Negro market data. So far, the supply is far below the demand.

Joseph Wootton, a Negro station rep., explains one reason for the paucity of material. "Many research studies of a broad nature include a small Negro sample but it is too small to break out separately. Sure, there's a demand for information that covers just the Negro market but there are not enough people willing to spend the money for it."

Clarence Holte, who heads up Negro marketing at BBDO (the only white agency that has a Negro marketing department) reports that the scarcity of material is particularly obvious on the national level. "There's quite a bit of material on individual Negro markets, however," he said.

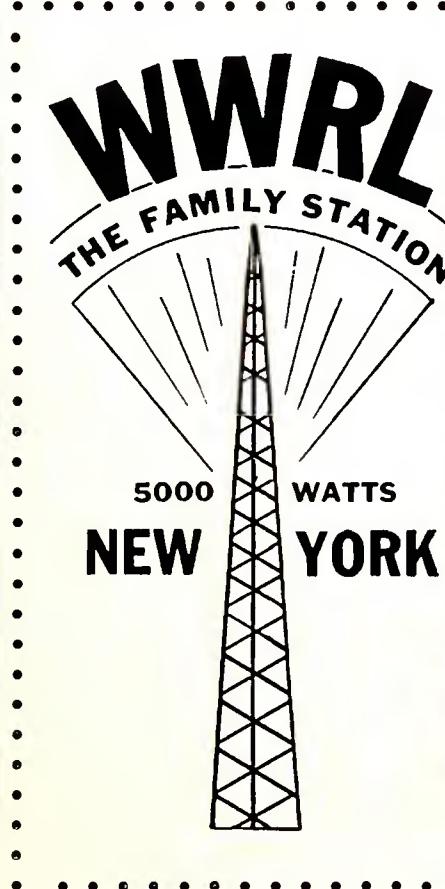
Most of the basic material used today is based on the 1950 census and some

sample surveys taken by the Census Bureau since then. There's actually more data around than is being used but considerable digging is required and many agencies don't have the manpower to do the job.

Because of the scarcity of basic data, agencies scan Negro market estimates with a wary eye. Negro stations are emerging from the blue-sky era as growing business has given them the funds to do more research. Growing sophistication and the aid of agency-wise reps has also helped improve the calibre of material.

Print media have contributed to the pool of information also. These include not only Negro-appeal periodicals but those in areas with a high proportion of Negroes. WDIA, Memphis, for example, uses material from a panel study done by the Memphis *Commercial Appeal-Press Scimitar*. This provides data on the volume of grocery commodities purchased by both Negroes and whites and discloses what kinds of products are heavily or lightly purchased by Negroes.

The following products, according to the survey, enjoy heavy purchases by Negroes: household ammonia, re-



Speaks
the language
of 2,455,000
NEGRO
& PUERTO RICAN
New Yorkers

Buy the station that has the ear of New York's ever increasing Negro and Puerto Rican market. 41% increase in Negro population gives your client untold sales potential.

You're on the beam with WWRL
... New York's NUMBER 1
NEGRO and SPANISH STA-
TION.

WWRL .

on the air 24 hours daily

WGES

Established in 1924

There are only 10 cities in the United States with a total population greater than the Negro population of Chicago-land.

The Negro population of Chicagoland area is now more than 850,000.

The buying power of this responsive segment is more than 3/4 billion dollars.

WGES is the only full time 5000-watt Chicago station devoting a major portion of its time to broadcasts directed to the Negro Market.

It takes WGES to reach the Chicagoland Negro Market!

The Negro personalities who broadcast your advertising message are experienced air salesmen.

Richard Stamz
6:00 AM to 7:00 AM
12:00 Noon to 1:00 PM
Monday thru Saturday

Stan Ricardo
9:00 AM to 12:00 Noon
Monday thru Saturday

Norm Spaulding
2:00 PM to 3:00 PM
Monday thru Saturday

Al Benson
3:00 PM to 6:00 PM
Monday thru Saturday

Sam Evans
9:30 PM to 11:00 PM
Monday thru Saturday

Eddie Plicque
11:00 PM to 12:00 Midnight
Monday thru Saturday

Sid McCoy
12:00 Midnight to 1:00 AM
Monday thru Saturday

WGES

5000 Watts

2708 W. Washington Blvd.
Chicago 12, Illinois

frigerated biscuits, bleaches, cooked cereals, canned tuna, all-purpose flour, lard, canned and powdered milk and cream, packaged rice, salad dressing, salt, spaghetti and macaroni, laundry bar soap, and toilet bar soap.

A widely-used study on Negro expenditures is one done by the University of Pennsylvania two years ago and based on 1950 census material. This breaks down the proportion of Negro and white income spent in 14 categories. A number of stations, such as KNOK, Dallas-Fort Worth, use these figures, in the absence of other evidence, to break down local sales among Negroes in their areas.

The U. of P. study provided an illuminating picture of the differences between Negro and white spending patterns. For the most part, differences were not great. Probably the most interesting difference, because of many misconceptions regarding the Negro, was that regarding auto expenses.

The study showed that while white families spent 12% of their after-tax income on auto expenses, Negroes spent 7%. Negroes spent a greater proportion of their income (but not a much greater proportion) on food, clothing, alcoholic beverages and tobacco, about the same share on housing and household operation and utilities, less for recreation and medical care.

The auto figures from the U. of P. study are in line with other material cited by Holte indicating that, though Negroes make up 10% of the population, they spend between 6 and 7% of total money for new and used cars.

A consumer spending survey by KATZ, covering the St. Louis area, disclosed that Negro families concentrate their auto purchases on the three low-priced cars and roughly in proportion to U. S. sales. A considerable number purchased Buicks but only a few had Cadillacs, an unexpected preference for those not familiar with the Negro market but one confirmed by other authorities.

Some figures on appliance ownership in Birmingham come from WJLD. These disclosed that 96% of Negroes own refrigerators at present, compared with 80% in 1953. Ownership of gas or electric cooking ranges rose from 55% in 1953 to 76% in 1957. As for washing machines, the percent of Negro families owning them rose from 15 in 1948 to 76% in 1957. All in all, the Negro is not doing badly.

NEGRO ADVERTISERS

(Cont'd from page 6)

caught on and use the medium to hold on to and expand their share of Negro consumption. Certain wine and beer brands are examples. Still others, such as soap and cigarette makers, use about every retail outlet they can and thus cannot overlook such important market segments as the Negro or foreign-language consumer.

Soaps also offer an example of how Negroes can be used to expand distribution in white households. Negro domestic help sometime wield an iron, if paternal, hand in white households and determine the brand of such household products as soap, cleansers, waxes and certain types of foods. Often the only way to reach these colored women, particularly in the South, is through radio.

Clearly apparent now to most advertisers is the fact that Negroes are quality conscious. This is partly a result of their growing prosperity and the imitative shopping habits that consciously or unconsciously go along with a rise in status. Another factor cited by those wise in the ways of Negro psychology is the fear among Negroes of being cheated. They are willing to pay a little more if they feel they are buying a reliable product.

Ironically, this fear is being exploited by some manufacturers who sell identical products for the white and Negro market under different brand names but put a higher price tag on the Negro-directed product.

More important, however, is the fact that the Negro consumer, more often than not, prefers the same national brands as his white counterpart. The day of the Negro saving a few pennies on an off-brand is passing. Strong evidence of Negro preference for top selling national brands can be found in a Rollins Broadcasting study of preferred brands in the five markets where it owns a Negro-appeal station.

In years past, Negro media often touted the brand loyalty of Negroes, the idea being that ad dollars spent in the Negro market would pay off in long-term dividends. You still hear such promotion but the sound is muted. And with good reason. The flood of new products that have been introduced in the past 10 years has found a receptive market among the colored.

There is a type of brand loyalty among Negroes, however, that remains

a powerful factor. This is the loyalty toward products whose makers are felt to be sympathetic to Negroes. It operates in a particularly potent way in cases where the advertiser employs Negroes.

"Buy where you can work" has become an increasingly effective slogan among Negroes. It is one reason why Negro d.j.'s pack such a sales wallop, and why Negro media are becoming more essential to advertisers out to maximize sales.

The Negro d.j. (and, it should be pointed out, that white d.j.'s are also popular among Negro listeners) is the heart of Negro radio advertising. More than in general appeal radio, he is a well-accepted member of the Negro community.

Advertisers in the Negro market are sharply aware of this acceptance and much of their buying revolves around them—once the cost is hammered out between station and client.

Let's take a look at how some advertisers are buying Negro radio:

Italian Swiss Colony is a popular wine brand among Negroes. A 12-market survey by Johnson Publishing (*Ebony, Jet*) showed it in first place in a field of 95 entries with a 15% share of the market—twice the share of its nearest competitor, Gallo.

The client, via Honig-Cooper, has been using Negro radio for many years. Radio schedules follow a regular pattern of 13 weeks in the summer and fall. Negro radio is used in 14 markets: New York, Chicago, Detroit, Cleveland, Philadelphia, Roanoke, Lynchburg, Richmond, Memphis, Washington, Baltimore, Miami, Houston, Dallas-Ft. Worth. In the three Virginia markets, in Memphis and in Baltimore, all radio money is put into Negro-appeal stations.

Some buys in the other markets are pretty heavy, however. The client recently bought a package on WDAS, Philadelphia, consisting of 100 minutes a week for 52 weeks firm.

Aside from the cost factor, the WDAS buy was decided primarily by the lineup of d.j.'s. The jocks on WDAS and the other stations as well are provided with a fact sheet and an e.t. Client and agency prefer the d.j.'s to sell the audience in their own style.

Clarice McCreary, timebuyer on the account, reports she usually buys one station per market, expects merchandising support. She looks first at the

100% Negro appeal station in a market but will settle on another with a smaller percentage of Negro programming if the personality has a strong following.

Another account selling via Negro radio is Carnation evaporated milk out of EWRR, Los Angeles. Carnation's marketing problem: outselling Pet.

Roland Gallman, media buyer, picks stations generally on the following basis:

"Negroes are loyal to certain stations; we seek these stations out in

each market. Negroes are loyal to certain d.j.'s. In many cases, they are prominent civic figures. We look for them, too.

"The station's standing in the Negro community is important. Some stations are outstanding in public service. They operate swimming pools, help finance summer camps, and so forth.

"Then there's promotion. By and large, Negro stations offer more promotional tie-ins than the general station, largely because the Negro d.j. makes more personal appearances. We

KCOH
HOUSTON, TEXAS

Delivers the (1/4 million)
NEGRO market on a
SILVER PLATTER



You're invited to ATTEND
THE FIRST ANNUAL

**HOUSTON NEGRO
Exposition and Home Show**

OCTOBER 17, 18, 19, 1958
Sam Houston Coliseum
HOUSTON, TEXAS

SPONSORED BY
KCOH

OVER 50,000 WILL ATTEND

**Serving
and
SELLING
328,000
Negroes
in the
St. Louis area
since 1947**

KXLW

the
St. Louis "Blues"
Station

See "Stars" National, Inc.
to buy these **KXLW**
personalities

A. Dostan
E. Rodney Jones
George Johnson

**who have for over 8 years
sold in our community**

KXLW 1320 kc.

St. Louis 17, Mo.

National Rep

Stars National, Inc.

look for this promotional help from stations."

Carnation's copy line for Negro radio does not differ from its general copy. However, Gallman said he expects the personality reading it to inject his own personality and may change the copy a bit to suit his selling manner.

Gallman buys housewife time—from about 9 a.m. to 3 or 4 p.m. "We are not interested in traffic times," he said. "We don't buy late afternoon times when teenagers are the predominant audience. We want to reach women at home. Late afternoon offers the highest ratings on Negro programing; however, we'd rather have a lower rating earlier in the day."

Negro program times affect Carnation's buys, of course. With few Negro appeal stations in Los Angeles, Gallman had bought 9 p.m. on KGFJ. However, when the station switched to 100% Negro appeal programing recently, he switched the buy to 1 p.m. Another exception is KSAN, San Francisco, where Gallman buys early morning in addition to late afternoon.

Carnation prefers spiritual programing and will buy it even when it gets lower ratings than other types. Next in preference is jazz and rhythm & blues provided it is not too extreme.

Agency and client use a rough rule of thumb in determining when to use Negro radio in a market: a minimum of 40,000 Negroes. This is a yardstick applied mainly to southern cities and would not hold in a city like Boston where the Negro population represents a small proportion of the total.

One of the more careful jobs in picking a disk jockey was undertaken a few years ago by Langendorf United Bakeries, which uses a personality named Rockin' Lucky on KSAN.

Here, in the words of Stanley Colberson, Langendorf ad manager, is how it was done via a consumer survey:

"Three factors here were involved: First, how did listeners rate each disk jockey as to his popularity and how often did the person interviewed listen to each of the disk jockeys. Second, could the various disk jockeys be identified with their exclusive advertisers? And, third, and most important, how much business were the various Negro disk jockeys actually sending to their local accounts. We know that if a sta-

tion can sell for a retail account, it is doing a job."

The consumer survey done by Langendorf illustrates a type of research seldom done even in general appeal radio. However, this does not indicate that data on Negro radio audiences is otherwise considered sufficient by advertisers.

Buyers generally agree that so far as ratings themselves go, the supply of data are adequate in the larger markets. There are a considerable number of Negro Pulses in circulation. Like general appeal radio, the situation is not satisfactory in the smaller markets where stations are unwilling or unable to pay for audience research.

Aside from ratings, however, there is little available on radio audiences. Jesse J. Lewis, president of Jesse J. Lewis & Associates, a Negro who heads his own public relations, merchandising and broadcast programing firm in Birmingham, said recently: "Many reports have been made concerning the size of the listening audience. However, little, if any, research has been made to determine the general characteristics of these people."

WOBS
All-Market Buy in
JACKSONVILLE

1st latest Hooper
General Market

1st latest Pulse
Negro Market

38% of Jacksonville
Market is Negro!

WOBS - 5000 watts
Jacksonville, Florida

*Larry Picus, Gen. Mgr.
Gill-Perna, Inc., Natl. Rep.
Dora-Clayton, Sou. Rep.*

(Lewis' concern is with more than the quantity of data. Like many other educated Negroes he feels that there is too much emphasis on jazz, blues, rhythm and gospel music "which tend to further stereotype the Negro in the eyes of the public.")

Services which measure the general radio audience pick up Negro listening but it is not broken out separately and some station operators question whether these services measure the Negro radio audience accurately. Al Klein, national sales manager of WDAS, complained: "We're billing national business now at the rate of \$250,000 a year and we don't even show up on Nielsen."

Here are some tips on using Negro radio ratings.

1. In analyzing sets in use remember they are affected by the amount and time of Negro programing in the market. Most Negro appeal stations do not devote their full schedule to Negro appeal programing.

2. Traffic times in the early morning and late afternoon are a minor factor. While Negro auto ownership is substantial, driving to work is not as common as with whites since most Negroes tend to live more toward the center of town than in the suburbs and use public transportation.

3. Keep in mind that a portion of Negro listening, particularly in the South, is done in white homes by domestics.

4. Keep in mind that certain odd times may provide substantial Negro audiences. Sunday morning before church, for example, is considered good time by some timebuyers, particularly those in the market for spiritual and gospel music.

5. Nighttime can also attract good audiences on certain occasions since some stations, programing to a number of audience groups, may spot Negro programs after dark. A March 1958 Pulse survey of Negro listening in San Francisco was cited by Negro consultant Les Bailey as evidence for his belief that Negro radio listening usually lasts well into the evening. The Pulse survey showed daytime listening generally falling in the 25-30 range (except for early morning). Between 6-8 p.m., the average was 23; between 8-10 p.m., it was 20; between 10 and Midnight, it was 17.

6. Negro radio listening is generally higher than white, one reason being

the smaller TV saturation, an important difference in the South.

7. Be careful in calculating cost-per-1,000 figures. Ratings projections can be off where Negro population figures are not up-to-date. And in many markets, accurate population figures are not available because of recent Negro migration either into or out of the market.

NEGRO STATIONS

(Cont'd from page 9)

the honest, off-beat music which they have made famous. They are not "hipsters."

3. Let Negroes feel you are working with them, not working them. Your personal contact with them must evince real sincerity.

4. While spiritual programing delivers a smaller audience, it delivers a more loyal audience. (Hancock does not program spiritual music.)

5. It is not necessary for an advertiser to record commercials. (Hancock noted, however, that the following brands are using or have used recording or special copy on his show: Coca-Cola, Hit Parade, Lucky Strike, Pet Milk.)

If the d.j. is the heart of Negro radio, music is the heart of the d.j.'s programing. By music is meant jazz, rhythm and blues and rock 'n' roll. Gospel music is popular but secondary.

Buyers have noticed an increase in the amount of time being given in recent months to jazz, etc. Some have even complained that it is becoming hard to find enough gospel music shows for their needs. One buyer said, "It looks like some Negro stations are really going after ratings. There's no doubt that Top 40 tunes and rock 'n' roll will get big audiences—both Negro and white."

While admitting that rhythm and blues have a great appeal, some Negro market experts feel it is overdone. Here are statements from two of them, both Negroes.

Les Bailey, head of Les Bailey Associates, a former salesman for KSAN, San Francisco, and highly regarded by West Coast agency people, said:

"An effective Negro programed station takes into consideration various levels of community life and the divergent likes and demands of the Negro community. Total rhythm and

KNOK
IS THE ONLY
NEGRO STATION
IN
DALLAS and
FORT WORTH
SERVING MORE THAN
315,000
NEGROES
KNOK
STU HEPBURN, MGR.
REP—STARS NATIONAL
SOUTH—DORA-CLAYTON

QUICK with Results!

reaching and SELLING

over

350,000 NEGROES

in MISS. - ALA.

WQIC

5000 watts 1390 kc.

Meridian, Miss.

45.4%
IS NEGRO

Use **WQIC** radio
For **QUICK** results
in this industrial-agricultural
WQIC Market
Call FORJOE Today!

blues policies may appeal to a certain segment or element all or most of the time, but they will not attract the largest possible Negro audience.

"Social and intellectual evolution are constantly in ferment in the Negro community. Program directors must keep an alert finger on this pulse if their audience is to grow in size and station loyalty. The strong adherence to 'R&B' formats by West Coast Negro-appeal stations is based in part on the 'success' stories of media in other sections.

"Pulse surveys are pointed to prove that 'we're on top of the market.' But lack of competition and identical programming by other Negro-appeal stations may be the basis for this 'success.'

"There is not enough careful screening of recordings before they are offered to air audiences. There are sufficient rumblings among Negro 'thought leaders' regarding 'gut bucket' music to warrant concern on the part of program directors.

"More and more Negroes are daily climbing another rung higher on the social and economic ladder in the far West. They are demanding the type of

entertainment that goes with better living. Check the record library of these new arrivals into the middle class and you will find everything from Bach to Boogey. As in the case of the 'Rock'n' Roll' mills, the 'R&B' factories have long since aborted the original music.

"In the area of religious programming, trained Negro ministers are rapidly supplanting the barely literate, rafter-splitting preachers. The Negro may still demand feeling in his spiritual bill of fare, but he also is seeking coherence. A source of deep shame and embarrassment is found in some of the religious programming carried by a number of Negro-appeal stations.

"Greater attention should be given to deliberate community interest programming relative to public service."

In the same vein are comments from Jesse J. Lewis, whose Jesse J. Lewis Associates handles merchandising, public relations and programming for clients aiming at the Southern Negro. Lewis completed a survey of Negro appeal radio recently and while the bulk of the material remains confidential for clients, he did say that as a result of the survey and his own experience he found that Negroes "he-

came closely identified as program participants in the medium just within recent years. In almost every major Negro consumer market these programs have become well established. Negro radio is experiencing its greatest growth and importance in the South. Racial segregation might be the reason for this."

Lewis admits that devotees to jazz, blues, rhythm and gospel make up the primary listening audience, but complains that "because of this misplaced emphasis on the present type of programming, there is almost total exclusion of programs which will show that Negroes have other interests."

Lewis makes clear that "these criticisms are the feelings of the more educated and advanced members of the race who strongly resent any activity which tends to further stereotype the group in the eyes of the public. Recognizing these criticisms some station operators have curtailed to a degree the playing of too many of certain kinds of records and the extreme clowning of disk jockeys."

Most Negro appeal broadcasters will take issue with the general tenor of these comments. They hold that radio programming basically reflects the taste of the audience in each market and that it must be understood that Negro radio is a mass medium and cannot take on the same tone as Negro appeal periodicals, which are class media (a differentiation which Lewis himself makes a point of).

Whether or not it is enough in quantity to satisfy the more educated Negro, there is a substantial amount of programming other than music on Negro radio. Naturally, the greater percent of Negro appeal programming a station has, the wider is its variety of programming. One buyer told SPONSOR: "Jive is not basic to the important stations."

WDIA, Memphis, is one of the most highly-respected stations because of its community contact and services. Here are some examples of what it does: (1) sponsors two Negro stage shows a year, profits of which (about \$30,000 annually) go to charity, (2) provides up to 30 and 40 "goodwill" announcements per day for club news, funerals, lost and found matter and the like, (3) furnishes free school bus transportation for handicapped children, (4) furnishes uniforms and equipment for nearly 1300 Negro boys on 85 WDIA.

These personalities really sell on

WIBB

Macon,
Georgia



Big Saul



Hampton "The King" Swain



Ray "Satellite Papa" Brown

WIBB is tops in Negro programming in Macon, with 1,000 watts and a good signal in all middle Georgia towns. It originated Negro programming in Macon over nine years ago, and has top rated Negro personalities. Latest Negro Pulse, July-August 1958, 6 A.M.-12 Noon, 39% share of audience; 12 Noon-6 P.M., 40% share of audience.

Represented by Walker-Rawalt Co., Inc.,
Dora Clayton Agency

WIBB

Macon, Ga.

Little League baseball teams in Memphis, Shelby county and Mississippi, (5) has pledged \$40,000 toward a new \$180,000 orphanage. In addition, a series of expense-paid trips are given to winners of a spelling bee, a contest to pick the top Negro high school football player in Memphis and a contest for amateur talent in the classical, spiritual, popular and rock 'n' roll music fields.

WLIR, New York, is another outlet active in airing community affairs. This past summer the station put on a series of 40 programs, called "Project 58" reviewing what the station called "the story of New York City's Negro families' struggle for respectability." Some idea of the frank approach to this series is given by a sentence which appeared in a release explaining the project: "Do you know that responsible authorities estimate . . . two out of every eight Negro children in New York City are born out of wedlock?"

The station recorded every major speech and appearance of Prime Minister Nkrumah of Ghana while he was in America. A dozen 15-minute and half-hour programs were devoted to his visit.

A particular sense of how the Negro feels and reacts might well be expected among Negro owners of Negro appeal stations, of which there are three or four. One of these, Psyche Pate, woman owner of KPRS, Kansas City, lists the following precautions for programming to specialized groups:

"1. We never allude to differences that set our audience apart from other listeners.

"2. We avoid plays, skits or anecdotes which use members of the group in a subservient manner.

"3. We never use expressions or words that are offensive to our special audience.

"4. We never imitate brogue or accent.

"5. We have considered racial or religious jokes as being offensive, no matter how innocent sounding they may be.

"6. On-the-spot interviews, which are impromptu, can be dynamite and must be performed with great care. We avoid humorous interviews because of the sensitiveness of the market we have captured.

"7. Finally, we avoid using racial and religious tags on crime stories."

Merchandising. Clarence Holte, Ne-

gro marketing chief at BBDO, makes the point that, because Negro marketing areas are compact, Negro stations are in a position to provide more merchandising backing per dollar. Not that all stations necessarily provide more, Holte said, but they can do it when they're so inclined.

One reason Negro stations will extend themselves with merchandising support is to attract blue chip accounts for reasons of prestige. One source familiar with station merchandising estimates that Negro appeal stations normally spend 5-10% of the value of the purchase on merchandising.

Al Klein, national sales manager of WDAS, Philadelphia, says his station is spending in cash \$35,000 for merchandising. This does not include air plugs for retailers with which it has tie-ins. The station is currently billing national business at the rate of \$250,000 per year, a substantial jump from the 1956-57 fiscal year, when the figure was \$85,000.

WDAS has tie-in arrangements with the Food Fair chain, the Best Markets chain, a group of independent supermarkets called WDAS Spot-lite Superettes and with the Philadelphia Association of Retail Druggists, which includes 600 of the 1,200 indie drug stores in Philly, each of which does 50-100% of his business with Negroes.

Station merchandising crews are particularly effective because many manufacturers do not use Negro personnel on a regular basis to do their selling and in-store promotion work. Yet, it is obvious that a colored store-keeper will feel more comfortable with someone of his own race.

This doesn't mean that merchandising in Negro stores is any different than in white stores. As a matter of fact, other than the use of Negro models in point-of-sale material, Negro merchandising, experts advise, should avoid being different because the Negro doesn't like the feelings of difference.

Negro station merchandising varies tremendously in quality and effectiveness, media buyers report. In most cases, however, merchandising is only a deciding factor in picking a station when other things are equal.

Here is one example of merchandising offered by Negro stations. The outlet, WHAT, Philadelphia, offers (1) the merchandising crew to accompany client salesmen at the outset of the



DELIVERS

THE WEST'S LARGEST NEGRO AUDIENCE LOS ANGELES

KGFJ COVERS MORE THAN
6,000,000 PEOPLE . . . MORE THAN

500,000 NEGROES!



JOIN
THE
PARADE!
To



LOS ANGELES ONLY

All Negro

RADIO STATION

- TOP NEGRO PERSONALITIES
- TOPS IN NEGRO COMMUNITY SERVICE
- TOPS WITH SPORTS & NEGRO NEWS

DIAL 1230

TRANSMITTER LOCATED IN THE
HEART OF LOS ANGELES NEGRO
POPULATION AREA

24 HOURS A DAY

6314
SUNSET
BLVD.



HOLLYWOOD 4-0201

Capitol Buys

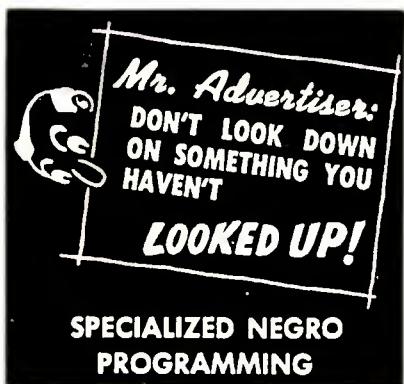
WAOK
ATLANTA

WRMA
MONTGOMERY

Serving
over

**Half a Million
NEGROES**

Top-rated



With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 128,357 active prospects.

1,000 W. 1590 KC.

KPRS

KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—
John E. Pearson Company

campaign, (2) setting up of display posters in 300 independent retail stores, (3) jumbo postcard mailings, (4) check of product display and sales, (5) d.j.'s available for company and wholesaler meetings, (6) air tie-in with "Feature Stores" as a means of improving displays, etc.

Merchandising materials pretty well run the gamut on Negro stations. Here's what KATZ offers, its cost and minimum buy to qualify: (1) 70 cah-backs at printing cost only (\$150) with minimum schedule of 30 minute or 48 30-second announcements; (2) jumbo cards to 250 stores at \$25 if art work is supplied by client, with 260-time minimum contract; (3) 150 inches of newspaper ads, free if sponsor supplies cut, with 260-time contract; (4) d.j. photos, at 8 cents each mailed with 260-time contract; (5) large display window at no charge with 156 announcements; (6) d.j. apppearances at \$10 per two-hour appearance; (7) record giveaways at \$10 per hundred records if outdated or 60 cents per record if a current hit plus mailing and packaging charge if necessary; (8) self-liquidating premiums.

In addition to merchandising crews, the d.j., of course, is also a sort of merchandising man. The Negro appeal d.j. does more store calling and personal appearances than his counterpart in the general appeal field.

Tom Sims, assistant to Clarence Holte (BBDO's Negro marketing chief), said that in one campaign, a Negro d.j. made 250 store calls and 50 bar calls for the client.

Another example of station merchandising is that of WOBS, Jacksonville, which offers the advertiser "mass products display" in the Daylight chain of supermarkets. Facilities bought may be programs, announcements or chain breaks. Here's the way the station describes its plan:

"Once during each week (13-week cycle) on the air, each advertiser is eligible for one full week's special display in all participating stores. The types of display vary according to the store.

"The stores are given free newspaper tie-ins.

"Daylight Supermarket, in requested instances, will cut its profit potential, while guaranteeing the client his usual price."

The station specifies that the merchandising given is based on the

money spent per product, not for the entire company. For example, a soap company could not combine its detergent and shampoo expenditures on the station to qualify for merchandising aid. However, exceptions are granted where products are closely allied and do not warrant separate ad budgets, like club soda and ginger ale.

WRAP, Norfolk, has a device to mobilize its women listeners behind station-advertised products. It's called the Homemakers Council, which is described as a "voluntary organization of 650 Negro housewives representing more than 328,000 Negroes in the WRAP listening area. Its members coordinate the activities of the station, the community and the advertiser."

The Council, the station said, is equipped to conduct pantry studies, sampling and product demonstrations at its regular meetings and in stores and homes. Its "bake-off" and "favorite dish" contests can be used as springboards for promotion and publicity by advertisers. Regular meetings of the Council include product displays, homemaking demonstrations, fashion shows, hair and millinery style shows. Members are attracted to meetings by prizes and refreshments.

The Council is the brain-child of Leola Dyson, director of women's activities and public relations at WRAP. She conducts a homemaker show on WRAP called *Around the Town*.

WOW, New York, uses a merchandising gimmick called Spin-a-Win to create attention and pull customers to stores or counters.

The format: Spin-a-Win is a radio quiz (in-store origination) using a wheel of chance with 30 numbers. Each number on the wheel has a corresponding card with a quiz question typed on it. Four of the cards are "bonus" cards. If the wheel stops at one of these, the contestant gets \$2 and a chance to answer the question for a further prize as well. Questions are rated in accordance with their difficulty; prizes do not run high in this game—the range is \$2 to \$10. And consolation prizes are given also.

Any food or drug advertiser maintaining a \$197 per week schedule on WOW qualifies for Spin-a-Win on the following basis: one promotion for each consecutive six-week schedule, three promotions for a schedule of 13 consecutive weeks firm. The quiz is promoted by air announcements and point-of-sale display material.



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